VOGUE

INCORPORATING VANITY FAIR

"Make the most of yourself" number

This issue tells you how to make the most of:

. . . your face
. . . your figure
. . . your time
. . . your house
. . . your money
. . . your mind
. . . your parties
. . . your husband
. . . your clothes

APRIL 15
1941
PRICE 35 CE
40 CENTS IN CANAD

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THE ARCH OF SWORDS
The most thrilling finish that a wedding can have is this time-hallowed Custom of the Service. Equally honored by time is the custom for the bride to have exquisite, long-lasting Wamsutta *Supercale* sheets and pillowcases in her wedding trousseau . . . an American tradition for five generations.

IN THE SERVICE OF THE COUNTRY

SINCE 1846

YOU will find in Wamsutta *Supercale** sheets an exquisitely fine fabric with a soft smooth finish that becomes even *smoother* with laundering. Wamsutta's exclusive EQUI-TENSION process helps to give them a *more even weave* and *greater tensile strength* to resist wear. *Lighter* than other sheets, they cost *less to launder.* Beautiful and luxurious though they are, they *last longer,* as five generations of American housewives have proved.

YOU, TOO, CAN PROVE IT. *Send 30 cents for a special boudoir pillowcase of Wamsutta Supercale (size 12" x 18", not sold in stores) and make your own tests by actual use. We will be glad to send you, free, "A Guide for the Bride," to help estimate sheet and pillowcase needs for any size of budget. Address: Dept. V-2.*

WAMSUTTA MILLS — *Since 1846, The Finest of Cottons* — New Bedford, Massachusetts

WAMSUTTA *Supercale* SHEETS

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100% AMERICAN COTTON MADE IN U.S.A.

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JOHN RAWLINGS

Left, slim dinner dress with long full cutaway coat, blue flowers on black. Cornflower combs in her hair. Right, evening dress with minuet-skirted redingote. Red-pink flowers on black. Her head-dress a snare of flowers. Both dresses Made-to-order originals in silk crepe with marganza, the prints designed exclusively for us.

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

Perfumes

by Henri Bendel

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NEW YORK

Thirteen exquisite scents with Toilet Waters to match . . . to suit every taste, every mood. In fine stores throughout the country, together with Bendel Bath and Beauty Preparations. Brochure on request.

Our famous DeBusschère Shoes — now a part of the American scene

Made in America . . . on our own premises! This fact alone differentiates our Spring 1941 Collection from our DeBusscheres formerly made in Belgium. As for the rest... the same lasts, hand-workmanship, "seasoned" leathers, quality . . . and styling by André Rouchaud. And, as always, they are available exclusively at Henri Bendel.

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"Bond Street"

Yardley products for America are created in England and finished in the U. S. A. from the Original English Formulae, combining imported and domestic ingredients

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A perfume of the utmost distinction . . . subtle, intriguing . . . and one of the most coveted in the world. One delicate whiff is enough to stir the senses . . . to arouse a flood of memories. Recalling exquisite women, gracious in the manner of queens, moving across a panorama of brilliance and romance. "Bond Street" is available in the original wrappings only, priced at $2.50, $4.50, $8.50, $13.50. At Yardley, 620 Fifth Avenue, New York, and all finer shops. We continue to receive our shipments from England despite war-time conditions.

A Perfume by Yardley

Vogue
April 15, 1941

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Vol. 97, No. 8
Whole No. 1650

The Quaker sacque suit

we go back to an era of tranquility for this disarmingly lovely suit. Pianissimo checks, perfectly attuned to the crisp swish of the rayon taffeta. All very much in the Spring-is-here-mood. This is the costume all you perfectionists will choose for new triumphs in town! 12 to 18, 39.95.

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FIFTH AVENUE AT 34TH STREET, N. Y. MU. 9-7000 ALSO AT OUR EAST ORANGE AND WHITE PLAINS SHOPS

"What you need, Sis, is a Talon fastener... a long one!"

"HMMM... I noticed you just stepped into that corset—and zip!—it was closed!"

"Of course! A long Talon fastener takes all the work out of putting a corset on... But that's only half the story."

"What do you mean?"

"Why, think how it saves your whole garment not to have to yank and pull and tug at it."

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DON'T PUT UP with slippy slide fasteners on your housecoats! Insist on a Talon fastener. Its exclusive automatic self-lock can't open accidentally.

THIS SELF-LOCK is also vital to slide-fastened back-neck closings. Yet only the Talon fastener gives you this latest improvement in slide fasteners.

LOOK for the Talon fastener with its wonderful self-lock in the new streamlined slips, too. It makes them easier to get on, take off... saves strain on the material!

"TALON"
REG. U. S. PAT. OFF.

the dependable slide fastener

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Enka Rayon
APPROVED

AT THE HARRIETTA PLANTATION NEAR CHARLESTON

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Lord & Taylor, New York **Bonwit Teller, Philadelphia** **Blum's Vogue, Chicago**

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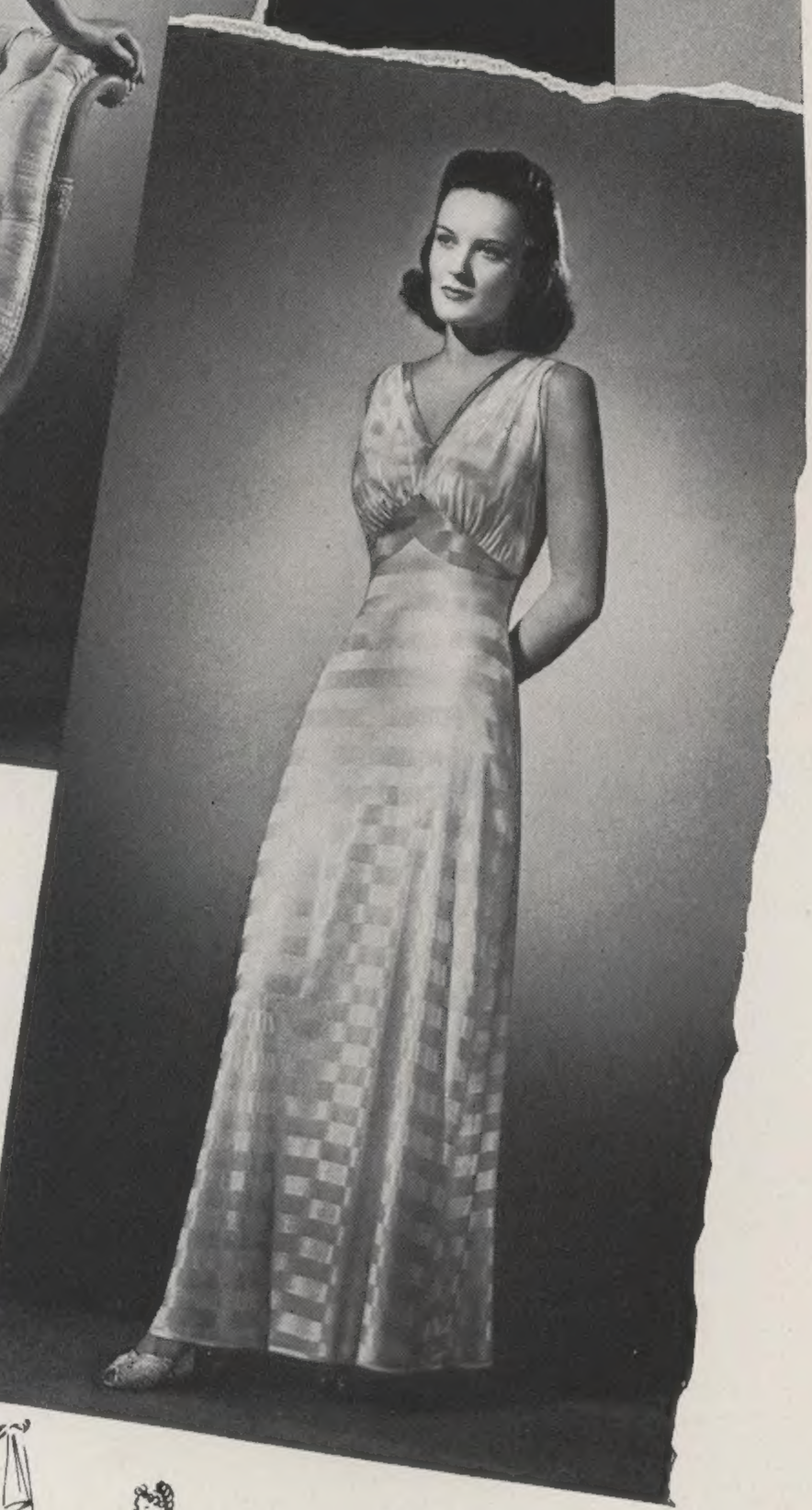
One of the Niceties of Life



GOWNS
OF GRECIAN GRACE
by Van Raalte

The Greeks had a *line* for it, and these fine rayon jersey gowns repeat it charmingly. A long, lovely line from soft, high-cut bodice, through slenderly-fitted waist, to flowing skirt. This flattering, classically smart line, created in fabrics of soothing smoothness, makes one of the niceties of life so treasured by fashionable women. Look for Van Raalte gowns in the Knit Underwear Departments of better stores everywhere.

A POINTED INSERT creates a slender waistline in a lovely Magnostryps* gown. $2

*Reg. U.S. Pat. Off.

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Howard Greer's dinner dress-
copied in the original colors-
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Do you know my beauty secret?

80% of this new cleansing cream is fresh, pasteurized milk!

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The first time you see Milkmaid Cleansing Milk you'll want to ladle it right out of its charming jar onto some fresh strawberries—it looks so much like rich, thick, country cream! Milkmaid is completely different from any other cleansing cream made. It's the only one that's 80% milk. All the albumin, fat and calcium in milk *plus* pure vegetable oils to help you keep your skin lovely. It's the only cream you *wash* off. It leaves your skin with a wonderful, scrubbed look—it's that clean. Milkmaid is exquisite in every way. Feels cool, fluffy. Dries into a taut, refreshing, snowy mask—which you wash off with a sponge (or your own washcloth)! Make Milkmaid the first step in your beauty ritual. It will leave your skin sweet and clean—and that's the basis of all good grooming.

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Copr. 1941—American Viscose Corp.

An American Original hostess pajama by *Clarepotter* in a *Crown Tested Rayon faille crepe.*

As seen at Bonwit Teller, New York; Neiman-Marcus Co., Dallas; Bonwit Teller, Philadelphia.

T. M. Reg. U.S. Pat. Off.

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Mother's Day goes to Print

Dot o' My Heart—Little domino dots on navy, firmament blue, dusty rose or aqua. Sizes 16-44

Grape Leaf Print. White leaves on navy, pink clay, firmament blue, or Yellowstone gold. Sizes 16-44

Porcelain Flower Print. White on navy, brown honey, linen blue or pink clay. Half sizes 14½-24½

Cloisonné Print. Multicolors with navy, green, brown or red dominant. Half sizes 12½-22½

Singapore Kerchief Print. Black India print on aqua, tulip yellow or blue grounds. Sizes 12-40

For the 20,000,000 mothers of America, Georgiana designs a sunny series of Giana rayon prints. Surprise her with one for Mother's Day. She'll be pretty as a picture! You'll find the color that flatters and the line she loves, whether she's twenty or twice twenty. And you won't be extravagant! A Georgiana costs only 6.50.

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Sanger Bros. . . . . Dallas
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***New Double Quick* IVORY FLAKES**

washings for the fine things they make

YOLANDE—famed maker of the lovely handmades that you find in America's finest shops—offers this gossamer silk ninon-and-lace blouse as a *tested* Ivory-Washable! About $10.00

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A NEMO "Sensation" girdle means a *good* girdle to most women! Their newest—"Dove!" This "Angle-Pull" in powernet is wonder-working—and Ivory Flakes washings help keep it fit! About $5.00

THEY'RE *faster*, they're *sudsier*, they're even prettier! These *new* Double-Quick Ivory Flakes dissolve *twice as fast!* You don't have to wait for suds . . . just a dash of these *new* flakes—in water only lukewarm—a swish or two—and then—a burst of rich, gentle suds! Ivory Flakes are *new*—and *speedy*—and they're still the flake form of the pure Ivory Soap that America's known and loved for years and years!

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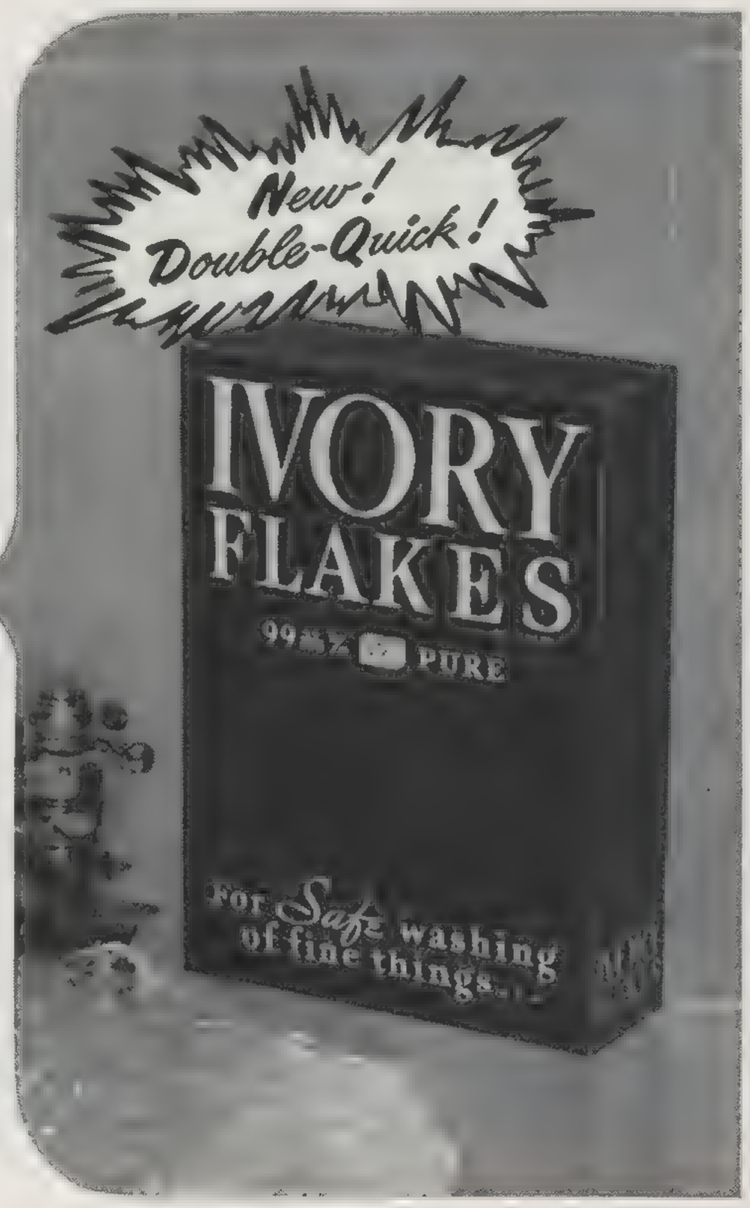

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A New Fabric Devoted To Fine Fashions

Prominette by DUPLEX

In this exquisite summer group, styled by **YVETTE**

Duplex again creates a masterly fabric—airy—cool—ever-lastingly fresh—a breezy new rayon marquisette mesh that translates the beauty of design into superlatively finer fashions. These jacket frocks come in Black and Navy, daintily spiked with gleaming white waffle pique touches, detachable. Sizes: 12-20 **$25**

A DUPLEX FABRIC MEANS A BETTER DRESS

HALLE BROS. . . . . CLEVELAND, OHIO
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These PROMINETTE Fashions by YVETTE can be seen at the above, and other, important stores throughout the country. For Store Nearest You Write to—

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STOCKINGS TABARIN . . . for frivolous beauty,
lasting strength . . . knitted under the eye of our master craftsman,
trained in France . . . who marries American machine technique
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Silk Tabarin . . . dull finish . . . . . 1.00 to 1.35
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Genette. Mail and Phone orders
Exclusive with SAKS FIFTH AVENUE
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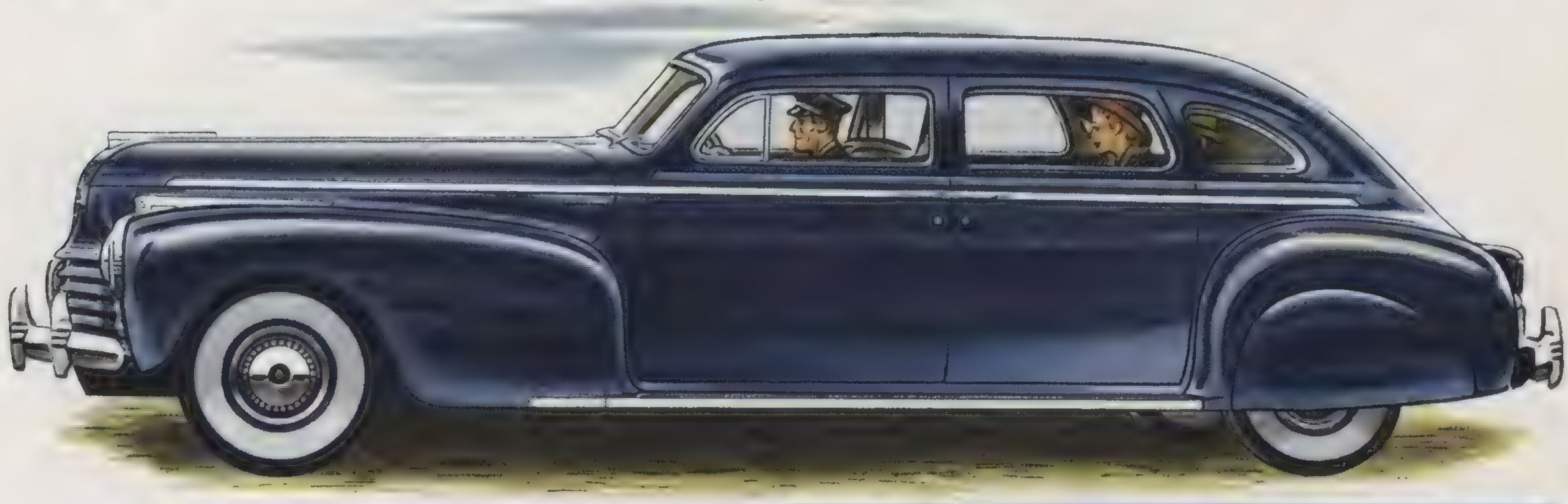
Smooth - when your chauffeur drives !



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NEVER before has a car glided from rest into motion so smoothly as the Crown Imperial! *Fluid Drive* is one of Chrysler's greatest gifts to rear compartment passengers!

And never before has motoring been so easy and pleasant for the driver.

That's why the Crown Imperial is such a logical car for people who sometimes like to take the wheel themselves.

Now in its third brilliant season on the Crown Imperial, *Fluid Drive* is augmented by Vacamatic transmission . . . another Chrysler wonder-worker that adjusts gear ratios for you and makes the thrilling most of the great Spitfire engine.

Why not try a car you'll really *like* to drive? Crown Imperial offers you all that's newest and best in motoring luxury . . . and its advantages are equally apparent on the rear seat or behind the wheel.

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AIRFOAM CUSHIONS (*for comfort*)

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ALL-WEATHER AIRCONTROL (*with refrigeration, if desired*)

SAFETY RIMS (*for blowout protection*)

FINEST FABRICS (*tailored to taste*)

BE MODERN
WITH FLUID DRIVE
and Vacamatic Transmission —

Buy Chrysler!

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We don't care **what** faults you find with your figure, this miracle-dress magicks them away...makes you as **round and slim** as your day-dreams of yourself. We have yet to see its peer for figure flattery * * Can you see what a good **background** dress it will be for you? Simple and full of grace: lovingly fashioned in our workrooms of a choice, full-bodied pure **silk**. Have one for dress-up in pearly gray, cafe creme, baby blue; have a standby in black or navy; and practically **forget** about clothes for the season! **Phone** us for one right now: or write.

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Dinner length twin... 135.00 Fifth Floor, New York

NEW YORK CITY

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Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
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Finest vintage wines, and liquors
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High class French Cuisine
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Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1. and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON—277 Park Ave. (116 E. 48th St.). Famous for cuisine and cellar. Luncheon $1.10—Dinner from $1.65 in Main Dining Room. London-Buffet-Dinner before theatre in the Bar $1.10. Air-conditioned.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner. Entertainment during supper. Completely air-conditioned.

SUSAN PALMER'S OYSTER BAR
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Don't be deceived. It's a surprising English Tavern downstairs—never to be forgotten by those who find it.

CAFE ST. DENIS—11 East 53rd Street. EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte. Redecorated and enlarged.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th. Smart but informal. Plaza Room: club breakfast 60c, luncheon from 75c, dinner from $1.00, cocktails from 25c. Old New York Room: luncheon from 75c, dinner from $1.00. Cocktail lounge. Cocktails from 25c.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks Luncheon dishes from 60c, dinner $1.50.

CAFE LOUIS XIV, 15 West 49th St., Rockefeller Center. Cuisine Classique. Fine Wines. American Bar. Prix-Fixe Luncheon $1.50, Pre-Theatre Dinner $2 00, also à la carte. William Adler and his Violin.

CHAMPS-ÉLYSÉES
Le Restaurant Par Excellence. Cuisine Française. Famous for the special Champs-Elysées Dinner. Finest wines and liquors. 25 East 40th St. MU 4-8833.

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THE FAMOUS
CURTAIN DINNER
from $1.75
Timed to get you there just as the curtain goes up
The SHERRY NETHERLAND
FIFTH AVENUE AT 59TH STREET

Hampshire House
Dining is always a thrilling experience in these enchanting surroundings where the cuisine is perfect and service ideal.
CENTRAL PARK SOUTH
New York

GOURMET'S GUIDE

selected restaurants in and out of town

A new place to lunch or dine? A place you may have forgotten? A place to do your friends proud? Vogue tells you about them all in these columns

Café Pierre

One of our favourite spots is the Café Pierre, at Fifth Avenue and Sixty-First Street. The long, narrow room (it's built like a box-car) has beige walls with glittering accents of Christmas-bauble green, and a general air of restrained gaiety.

This is a good place for luncheon, for it's rarely noisy or overcrowded, and the service, though swift, manages to avoid giving you any feeling of rush and bustle. The food is excellent, and, if this weren't enough, it is also fairly reasonable. The *prix-fixe* luncheon is about $1.50; dinner is $2.50.

P.S.: Of course, there is an à la carte menu, as well.

The Castleholm

There is no *chichi* at the Castleholm restaurant, 344 West Fifty-Seventh Street, but there *is* hearty fun. Part of the simple gaiety can be traced to the orchestra—they play ingenuous Scandinavian tunes—and the other part is due to a group of young folk-dancers, dressed in gaudy peasant costumes, who dance to these tunes.

The food is typically Swedish—there's a *smörgåsbord* table, and a larger-than-usual choice of entrées. We tried the stuffed cabbage and ended up with the traditional tiny pancakes filled with lingonberries. (These berries are like our cranberries, only less bitter. They come from Newfoundland.)

Luncheon is $1, and dinner here begins at about $1.25. You might also try a glass of Swedish Punch with your coffee—it's a kind of liqueur and tastes pleasantly innocuous, but we wouldn't trust it too far.

P.S.: The dancers appear every night except Monday.

Asti

Down at 79 West Twelfth Street, there's a little one-of-its-kind restaurant called Asti. Here's a place where the owner, the bartender, and the waiters all will burst into song at the drop of a hat—or even without that much provocation. The songs they sing for your supper are operatic arias—if there's a need for a feminine voice, the hat-check girl has a pleasing contralto, and obligingly joins in.

Dinner here is about $1.25, and the Chicken Cacciatora is excellent. However, if Italian cooking isn't your meat, try a steak. The place is open only in the evenings and is well worth a trip down-town. There is nothing dressed up about Asti; it's just a simple little restaurant reminiscent of the speakeasies of the dear old Prohibition days.

Café Arnold

Le Café Arnold, at 240 Central Park South, is perfect for spring evenings. There's a spacious outdoor atmosphere—the expansive glass windows look out on the Park. Run by a couple of "old hands" (Pani and Arnold who ran the super-successful Petroleum Roof at the Fair), this is a place where you'll dine well.

The *décor* is stark modern and includes the blondest mahogany bar that we've ever seen. It's almost cream-coloured and is effectively set against a background of greenery. This backdrop, incidentally, is made of growing philodendron vines.

The menu is table d'hôte—luncheon is one dollar, and dinner a little higher. One of the *spécialités* is a hot hors-d'œuvre—a *crêpe* filled with crabmeat and covered by a mysterious sauce with a cream base. Be sure to try it.

RESTAURANTS—DINING

KENTUCKY SERVES A MEAL. Luncheon from 65c; Dinner from $1.25; Supper from 85c. Open Sun. (11:30 a.m.—8:30 p.m.) for breakfast & dinner. Elizabeth D. Reynolds, Inc., 160 E. 48th St. EL 5-6448.

YE OLDE CHOP HOUSE, 118 Cedar St. New York City's oldest eating place in Financial District. Game, Chops, Sea Foods, Liquors. Open to 8 P.M. Sat. 3 P.M. Harry Kramer, Host. WOrth 2-8061.

CORTILE RESTAURANT—37 W. 43rd St. Delicious luncheon served from 45c—dinner from 75c. Cocktails in unusual atmosphere. Open 8 A.M.—9 P.M. Closed Sundays. Rosella will read your character.

POLISH RESTAURANT
151 East 57th Street—Plaza 3-2816. Authentic cuisine & atmosphere. Luncheon 75c to $1.25; Dinner $1.25 to $2.50. Cocktail Lounge. No cover charge.

THE HEARTHSTONE
15 East 48th Street, near 5th Avenue, PLaza 3-1434
Luncheon from 65c. Finest wines and liquors.
Dinner from $1.00. Open Sundays and holidays.

THE BAROQUE—14 East 53rd Street. A new creation for the enjoyment of good food in an atmosphere of Charm and Elegance—Luncheon—Cocktails—Dinner—à la carte—(moderate prices). ELdorado 5-4195.

RESTAURANTS—DINING

BEVERLY, Lexington Ave., at 50th St. Luncheon from 75c. Dinner from $1. Also à la carte. Famous for Ham Steak Tropical—Sliced Chicken Mornay. Our cocktails mixed to please the most fastidious.

BABA NESHAN'S RESTAURANT, 48 E. 29th, N.Y. Charcoal broiled Shish Kebabs, Ekmek Kadaifs with Kaimak, Hors D'Oeuvres à la Turque. Armenian-Turkish specialties. Reasonable. Open Sun. LE 2-8957.

THE BLUE BOWL at 157 E. 48th St. Appetizing, well planned menus served in pleasant, friendly surroundings. Apple pie a specialty. Closed Sundays. Luncheon 50c to 75c, Dinner 75c to $1.25.

BREVOORT SUPPER CLUB, 5th Ave. & 8th St. Norbert Faconi offers fine continental entertainment in an intimate setting. World-famous cuisine with old New York elegance. STuyvesant 9-7300.

DINE IN FRANCE BEFORE THE THEATRE
Louis Beretta's intimate French restaurant. Distinguished and unusual cuisine. Wines and liquors. A La Fourchette, 342 W. 46 St., N. Y. CI 5-9744.

SPIVY'S ROOF
139 East 57th Street (Lexington Ave.). Dinner (Moderate prices). Spivy sings nightly—continuous entertainment. Reservations. ELdorado 5-9357.

RESTAURANTS—DINING

SMÖRGÅSBORD AT THE KUNGSHOLM! Swedish specialties in lovely surroundings. Cocktail Bar & Lounge—Music by Muzak. Lunch from 75c. Dinner from $1.25. Kungsholm, 142 E. 55th St., N. Y.

LE POISSONNIER (The Fisherman)—121 E. 52nd St., N. Y. Madeleine's personality and the finest French cuisine make this a rendezvous for gourmets. Dinner $2. Lunch $1. Entertainment after 9 P.M.

DO YOU PRIDE YOURSELF on being a connoisseur of food? Use Vogue's Gourmet's Guide as your directory. It will be indispensable in helping you to find restaurants that serve the kind of food you want.

RESTAURANTS—DANCING

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars, Nicholas D'Amico & Orch. Panchito & his Rhumba.

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Route 7—4 miles north of Danbury
An early American atmosphere of unusual charm makes this a unique dining place. Luncheon, cocktails, dinner. A Special Dinner is served on Easter Sunday. In New York City it's the White Turkey Town House, One University Place, on historic Washington Square. Both open Sundays.

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Luncheon—Cocktails—Dinner.
Closed Mondays except holidays.

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IN TROPIC WHITE JACQUELINES—Like canny colonists of exotic lands—smart, feminine America hails the sun in Tropic White—by JACQUELINE. Immaculate. Lotus-cool. Shoes whose fluid lines hold romance in their breeze-inviting tracery. Quality is the credo of JACQUELINE'S gifted stylists. You see it in the zephyr-soft materials, charming details, supreme craftsmanship that amplify the beauty of these gracious Summer shoes.
$6.50 and $7.50
Jacqueline
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The Greenbrier
White Sulphur Springs
West Virginia

Hello, darling:

Here I am, bags unpacked and still two hours till dinner. Now don't be worried, dear — I wasn't driving fast! It's simply that an Olds Hydra-Matic cuts down driving time. No clutch to press and no gears to shift saves delays in going through cities. And the special pick-up gear makes it easy and safe to gain time on mountain roads. I'm certainly glad we have Hydra-Matic Drive in our Oldsmobile. It's the greatest thing that ever happened to make driving safe and easy for a woman.

Love,
Sue

Home can be brighter at the touch of your hand

A few flowers deftly transformed into a gay design are one of the refreshing touches that brighten a home. They lend an atmosphere of gracious living. So does ice-cold Coca-Cola. Its refreshing taste and quality have established it in the modern scheme of pleasant living. Frosty bottles of Coca-Cola invitingly arrayed make the happy little ritual of daily refreshment more welcome to guests and family alike.

Size of book
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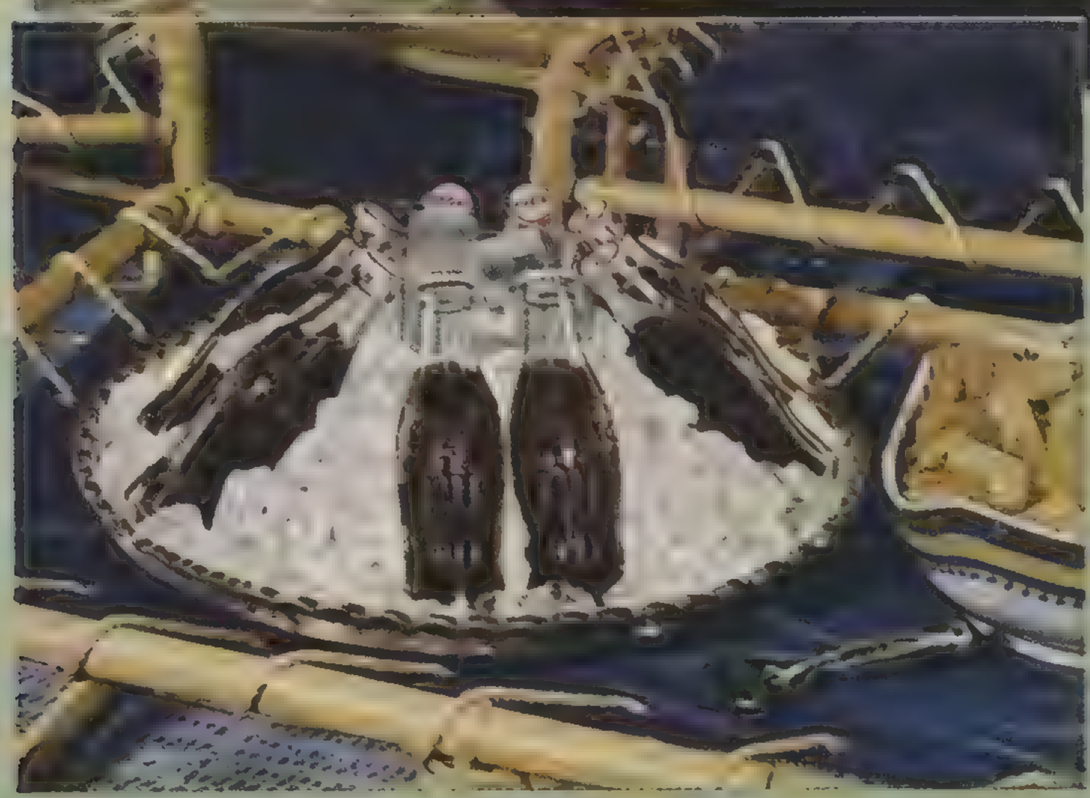
Send for this Entirely New Book

This new and larger 1941 edition of "Flower Arranging" by Laura Lee Burroughs contains *new* pictures, *new* material, 48 new, beautiful photographic color reproductions of flower arrangements, with designs, descriptions and many suggestions. Send your name and address (clearly printed) with ten cents in coin or stamps (to cover cost of handling and mailing) to The Coca-Cola Company, Atlanta, Georgia, Dept. VO.

Fruit of the Screwpine,—one of a series of arrangements illustrated and diagramed in the book offered on this page.



Ice and Coca-Cola belong together. So be sure to pre-cool the bottles thoroughly in your refrigerator. Then, in serving, use ice to keep them cold. It can be charmingly done in an attractive arrangement of the bottles in ice. And the easy way to buy Coca-Cola is in the handy six-bottle carton from your dealer.

The
Six-Bottle Carton

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IN PHILADELPHIA *California* **MEANS**

GIMBELS

So an afternoon raid on *Gimbels California Shop* nets four exquisite examples of patriotically Red, White & Blue Americana in matchless *Matletex, that patented stitching with "Lastex" yarn that has made *Cole of California* so celebrated. *Betty,* upper left, liked a nautical blouse in red or blue ribbed rayon jersey, at $3.95, to wear with red, white or blue gabardine slacks, at $6.95. Add "Middy" play shoes at $2.95. *Jackie,* center, preferred a three-piece seersucker play suit, with red or navy jacket, white skirt and panties at $7.95. *Helen,* upper right, fancied a seersucker tennis dress in red, white or navy blue, at $5.95. *Carmen,* lower right, couldn't resist a swim-or-play suit in royal blue, red or white rayon jersey, at $7.95. All articles in small, medium or large, thanks to the stretch of "Lastex" yarn, which is also on the job with its figure-flattering tricks for promoting fit and comfort. *Gimbels California Shop, Third Floor, Chestnut Street. Mail Orders.* Also available at leading stores in other cities from coast to coast.

*REG. U. S. PAT. OFF.
COLE OF CALIFORNIA, INC.

Lastex REG. U. S. PAT. OFF. . . . THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by United States Rubber Company, makers of "Laton" yarn, Rockefeller Center, New York City

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CALIFORNIA DELICACIES—Brandied Dates, Prunes in Rum, Baked Oranges in Grenadine. Send 35c stating delicacy desired, jar sent postpaid. Send for our Catalog. Fox Shoppe, 438 El Camino, Redwood City, California

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HOUSEHOLD PROBLEMS need not disturb you. For the opening of your country house, the engaging of your staff, or the planning of parties, call Miss Brinkley's Placement Agency, 1 West 47th St., N. Y., BR 9-5840

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SIZES 42 TO 50. California Shop specializes in large & half sizes, $7.98 to $19.98. Mail orders. State size, description of styles & materials to be sent you. We have hats also. Marie Frances, 2383 Telegraph Ave., Berkeley, Calif.

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MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention, by skilled & careful hands. Consultation, Booklet Free. Edna Grimes, 607 Fifth Avenue, at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 23rd year at 347 Fifth Avenue, New York. AS 4-6645

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SAMUEL P. GILMORE—Established over 40 years in New York. Superfluous Hair and Facial Blemishes satisfactorily & safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless, and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., N. Y. Room 616. MU 2-1714

FACE HAIR REMOVED FOREVER. Permanent eyebrow shape. No scars. Written guarantee. Privacy; personal attention. 20 yrs. references. Cosmopolitan—Electrolysist, 201 W. 89th St., N. Y. Suite 1-F. EN 2-9242

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PRANA HOUSE OF BEAUTY—Now introduces a new way to Remove Unwanted Hair Permanently. Free mirror Test Demonstration. Results approved by Physicians. See DaVid, 8 E. 56th St. PLaza 8-2511—EL 5-8800

Vogue's ADDRESS *of shops*

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

IDEAS IN FLOWERS. Lucille Brown, Inc., at 135 East Fifty-Sixth Street, is a flower shop that is literally bursting with ideas. Its owner, Mrs. Brown, has an eye for the unusual. Originality even goes into the packaging of her flowers; for instance, to give the proper note of drama to those deep, velvety red roses, she puts them in a box lined with black or gold Cellophane paper.

Despite such bright ideas, it's satisfying to know that Mrs. Brown also manages to keep her prices under control. For about three dollars, you can get a watery-green, hand-blown Stiegel glass vase (it's really an oversize water-tumbler) filled with primroses, mimosa, and freesias. Or if you're in an expansive mood, look at the two-foot blooming acacia plant, in which the maison Brown tucks two very handsome orchids—for $15.

SPRING CLEANING. Don't let this thought overshadow *your* spring—just call the Renofab people and relax. This firm takes the whole cleaning problem squarely on its own shoulders and manages to do a fine job of it, in comparatively little time.

According to the Renofab Process, all immovable objects (tacked-down rugs and pieces of upholstered furniture) are cleaned on the spot; on-the-loose carpets, cushions, and draperies,

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FLORIST

LUCILLE BROWN, INC. Presents flowers with drama. Individual corsages. Cellophane packaging. Special baby baskets; unusual vases. Spring bouquet in clever holder, $2.50. Mail orders. 135 East 56 St., N. Y. PL 8-2090

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REMOVE ALL SPOTS, STAINS yourself from upholstery, rugs, tapestries with Renofab Cleaner. $1.50 qt.; $2.25 half gal. Mail orders. Or call us to give your home the Renofab Process Cleaning. 305 E. 63, N. Y. RE 4-3280

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HAS YOUR FURNITURE A HANGOVER? Just a few drops of Jackson's Reviva, a unique furniture tonic, will supply the cure! Removes liquor, heat, water spots, etc., from varnished, shellacked and lacquered surfaces. An excellent cleanser and polish, as well, imparting a high, dry, and greaseless lustre. $1.00 per bottle. $1.50 double size. Mrs. Jackson's Studio-V, 25 West 51st St., N. Y. C. PLaza 3-3528. Mail orders promptly filled postpaid

VOGUE'S ADDRESS BOOK points the way to unusual services around town. If we don't mention what you're on the look-out for, let us know about it, and we'll ferret it out for you. These columns are always at your service

FURS

MOLOT, formerly with Bergdorf Goodman Fur Corp., will individually drape an exquisite scarf of Baum Marten, Stone Marten, Hudson Bay Sable, to enhance your Spring ensemble. Molot, 21 E. 56 St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

FURS REMODELED

NEXT SEASON'S MODE FOR OLD FURS Give your old fur coat a new lease on life. $25 for this splendid remodeling service; includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. LAckawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 147 W. 35th St., 18th fl., opp. 35 St. side of Macy's, N.Y.C.

GIFTS

ORREFORS CRYSTAL in a wide selection, originally designed lamps, and significant modern jewelry by Wiwen Nilsson, exclusive with us. Information sent on request. Orrefors Galleries, 5 E. 57th St., N. Y. C. EL 5-4946

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ALICE FRANCES GLOVES—507 Fifth Ave. Send for Style Booklet with photographed models for every occasion. Gloves $5 up. Every glorious color. Extra material sold for a matching hat. Mail orders. MU 2-5475

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J. SCHAEFFER, custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3900 for appointment

EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

C. LEONCE FOR ADVANCED HAIR STYLE Noted for incomparable chic & originality. His Self-setting wireless permanent has been the talk of this continent. Specialist in Scientific Hair coloring. 9 E. 53 St., N. Y. WI 2-0399

FRED (the Hairstylist), creator of Hair Styles in vogue. Your hair & scalp meticulously supervised. 18 E. 49th St., EL 5-2220; Washington, D.C., Branch Phillipsborn, 11th Street, Tel. Nat'l 4174; Kansas City, Mo., at Berkson's

BOOK *and services*

however, are taken to the plant at 305 East Sixty-Third Street for their beauty treatment. Speaking of curtains, the Renofab people not only take them down and rehang them for you, but they will store them, as well—and for no extra charge. (This amounts to a veritable rest-cure for tired curtains—they're hung over rollers and stored in a moth-proof room.) Though this firm's prices aren't the lowest in town, you'll find them worth every cent they charge. The telephone number is REgent 4-3280.

P.S. You can buy the Renofab cleaning fluid for homework—it's only $1.50 a quart bottle.

AID TO FURNITURE. Now that winter's over, it's time to appraise the ravages of steam-heat on your best antiques. If the wood has that dull, dried-out look, call up Mrs. Mark Jackson's Studio, 25 West Fifty-First Street, and order some of their English "Patina" wax polish. This wax is made according to Mr. Jackson's special formula—for years he was a wood expert for Charles of London. The polish restores the glossy, warm patina of all truly fine wood, and your servant is sure to swear by the stuff because it really works almost without elbow-grease.

Another Jackson product that you should surely know about is called Reviva. This is a spot remover and a wood tonic that will remove such problem spots as water marks, heat marks, and those particularly stubborn alcohol rings. A large-size jar of the wax costs $1.50, and the Reviva is $1 a bottle. In case you want to telephone your order, the number is PLaza 3-3528.

HAIRDRESSERS—(Con't)

ROBERT MAKES YOU BEAUTIFUL. Chic new coiffure designed & waved, $1.50. Artistic Flexible Permanents, $10. & $15. Grey Hair Scientifically Glorified. "The Original" Robert, 675 5th Avenue, New York. PLaza 3-9023

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

LAURENT, internationally famous coiffure stylist, will accentuate your charm with a natural, soft, lovely permanent wave. Expert advice gladly given on hair coloring. 683 Fifth Avenue, New York City. WIckersham 2-5212

MAISON JEANPIERRE for advanced Hair Styling and self-dressing permanent wave . . . Also remarkable results in restoring original color of your hair. Send for booklet. Phone for appointment. PL 3-6262. 6 E. 53 St., N. Y.

LURA DE GEZ—714 5th Ave. (bet. 55th & 56th St.) creates the "easy to manage" hair style to your individual self. Restyling. Coloring, Scalp Treatments, Manicuring, Pedicuring. Custom Permanents $10. CIrcle 7-5818

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HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

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MANUEL TRANSFORMATIONS—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., New York City

HAIR GOODS—(Cont'd)

FRANÇOIS ART TRANSFORMATIONS and newest Bob wigs of natural wavy hair with natural parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N. Y. C.

MME. MARIE—DESIGNER and manufacturer. Exclusive hair goods—all types. Your old piece remodelled & redressed. Finest quality hair fashioned in latest style. Moderate prices. Mme. Marie, 507 5th Ave., N. Y. MU 2-1367

RICHEL experts produce the finest quality hair pieces of every description, perfect in fit and color, at most reasonable prices. Old pieces restyled and dressed. Richel, 1727 Walnut St., Phila., Pa. Estab. 40 years

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DIAMONDS, JEWELRY, OLD GOLD, Silverware bought for highest cash prices. Barnett & Svec, Inc., Jewelers, 559 Madison Ave., New York City. Call WI 2-6939, or contact % New York Trust Co., 57th St. & Fifth Ave.

LANGUAGES

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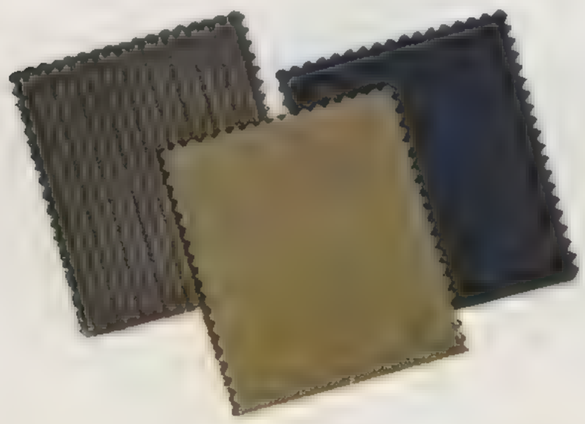

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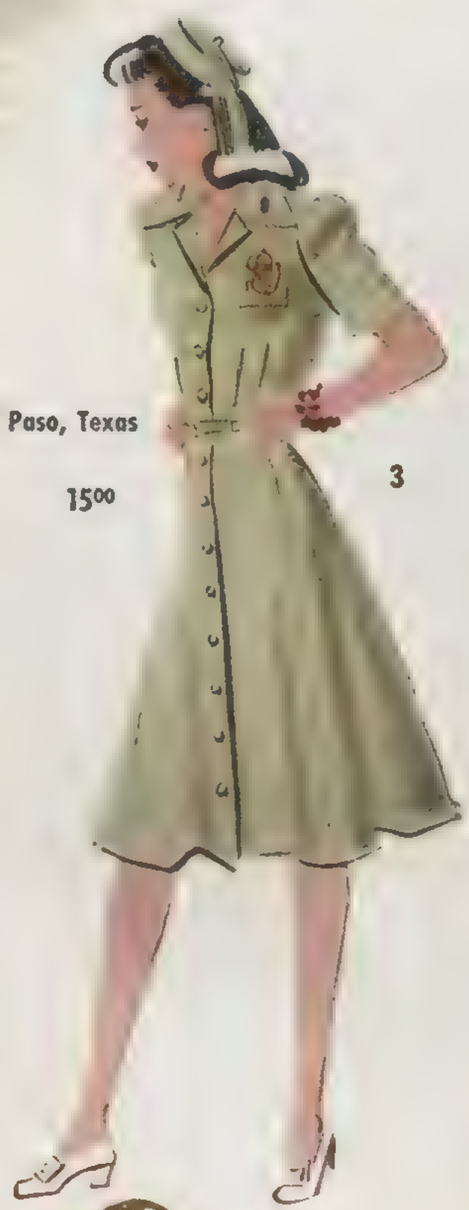

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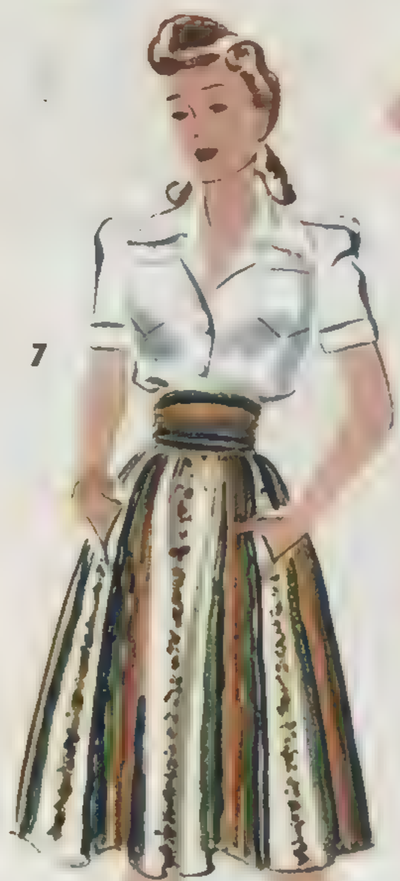

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Vocational Schools

- Finding a vocational school is often a difficult task, even though you know in advance what field you want to enter. Perhaps we can be of assistance by telling you something about the distinguishing characteristics of each school.
- New and interesting courses are being started from time to time. We shall be glad to put at your disposal the information which our staff has collected. Please call on us personally, or address your letter of inquiry to:

VOGUE'S SCHOOL BUREAU
420 Lexington Ave., New York

BOOKLETS

for the asking

To simplify your shopping and learn more about many products advertised in Vogue, write to the addresses listed below for these booklets. All are free unless otherwise indicated.

WARDROBE

EVANS CASE COMPANY

A folder of cards illustrates ten new styles in Evans' fine handbags, with their fittings, and a list of the materials in which each bag is available. Evans Case Company, Dept. V, North Attleboro, Mass.

GRAFF HOLLYWOOD

has a booklet of pictures to illustrate what the words "tailored by Graff" really mean. Eight of their ensembles, including slacks, shorts, shirts and jackets are shown here, with a brief description of each. Graff Manufacturing Co., Dept. V, 1240 South Main St., Los Angeles, California.

KABO FOUNDATIONS

have two little booklets presenting "1941 Foundations with Dress Appeal", and explaining how proper corseting will help you achieve the new silhouettes. They emphasize the fact that there is the right kind of girdle for every kind of dress, and have illustrations to show different styles. For your copies, write to Kabo Corset Co., Dept. V, 729 Milwaukee Ave., Chicago, Illinois.

SHOECRAFT

has a new spring booklet, with convenient order blank attached, featuring their latest styles, including a number of particular interest to women with long, narrow feet. Shoecraft, Dept. V, 714 5th Ave., New York.

WATCH YOUR STEP

is Bettersilk's advice in their charming new booklet, for they say "Others do." Their Text-Twist stockings in Mardi Gras shades are described. Bettersilk Hosiery Mills, Dept. 500, Bristol, Va.

HOUSEHOLD

ORREFORS GALLERIES

have an interesting series of booklets on fine glassware. There are two free catalogues: one of the Orrefors designs, illustrating over 100 pieces; and one of beautiful and unusual lamps and shades from Van Dugteren, with bases of Orrefors crystal. "The Story of Glass", a history of glass-making with pictures of glass art-pieces, and brief biographies of Orrefors craftsmen, may be had for 25c. Orrefors Galleries, VOG, 5 East 57th Street, New York City.

CANADIAN SHOPPING

On your next visit to Montreal, make Morgan's one of your stops. This fine old store (it was founded in 1843) has a wonderful collection of imports, ranging from fine English china, including Wedgwood, Spode, Royal Worcester, to ski wear. A colourful new booklet, on request. Henry Morgan & Co., Ltd., Montreal, Canada.

QUALITY HOUSEWARES

is the title of Hammacher Schlemmer's 36 page booklet, crammed full of attractive, new labor-saving devices for your home. There are closet step stools, swivel chairs with adjustable, back-view mirrors for your dressing table, scales to take travelling with you, automatic lettuce washers, bread slicers, biscuit bakers, and photo matchpacks —to name just a few. Hammacher Schlemmer, Dept. V, 145 East 57th St., New York.

HOUSE OF HERBS

has a delightful booklet, "Adventures in Herb Vinegars," to help you brighten up your sauces. This will open your eyes to the uses of herb vinegars in dressings for fish, meat, game, and vegetables as well as salad. Write to: House of Herbs, Inc., Dept. V, Juniper Hills, Canaan, Connecticut.

SCHOOLS

VOGUE'S SCHOOL DIRECTORY

offers a selective list of private schools for boys and girls and vocational schools for adults, together with a page of helpful suggestions on how to go about choosing a school which will meet individual requirements. Vogue's School Bureau, Dept. 5, 420 Lexington Avenue, New York, N. Y.

TRAVEL

CANADA CALLS YOU

is the provocative title of a new booklet which contains copious illustrations and descriptions of all Canada's attractions, from its historic monuments to the Dionne quintuplets. Included is information on transportation. Canadian Government Travel Bureau, Dept. AT 41, Ottawa, Canada.

THE GIDEON PUTNAM HOTEL

at famous Saratoga Spa has a new booklet which stresses the fact that it is not a sanatorium and gives you an idea of the activities which may interest you if you are not taking a cure, as well as the opportunities it affords for a complete rest. The Gideon Putnam, Dept. 602, Saratoga Springs, New York.

WHITE SULPHUR SPRINGS

A photographic story of the activities at The Greenbrier, famous White Sulphur Springs resort, and a schedule of coming events are given in an attractive new booklet. For your copy, write The Greenbrier, Dept. V, White Sulphur Springs, W. Va.

THE LANDS OF THE SOUTH SEAS

is the Matson Line's handsome booklet on Hawaii, Samoa, Fiji, New Zealand and Australia. Beautifully illustrated with photographs and colored sketches, the booklet traces the course of a Matson Liner through the South Pacific. Matson Navigation Company, Dept. V, 215 Market Street, San Francisco, California.

ENTERTAINING

DE KUYPER LIQUEURS

come into their own in this booklet. If you have never realized the uses of fruit brandies and liqueurs in cocktails and desserts, this will come as a revelation. Several of the dessert recipes allow for variations, according to individual taste, and should go far toward making your reputation as a hostess. National Distillers Products Corp., Dept. V, 20 B'way, N. Y.

WORLD FAMOUS GIN RECIPES

including two favourites, Martini and Tom Collins, are given in an attractive new Gordon's Gin booklet. Twenty-five recipes will give you many new ideas for delicious drinks. Somerset Importers, Ltd., Dept. V, 9 Rockefeller Plaza, New York City.

THE BACARDI BAR BOOK

offers to help you give new zest to your cocktails and other drinks by suggesting new and exciting uses of Bacardi rum which may not have occurred to you. Schenley Import Corp., Dept. V, 24 West 40th St., New York City.

ENTERTAINING . . . THE STERLING WAY

is Gorham's charming new booklet that is brimful of suggestions on entertaining. The fine Gorham sterling silver patterns are illustrated. For your copy, please send ten cents to The Gorham Co., Dept. V, Providence, Rhode Island.

BEAUTY

DOROTHY GRAY

has two new booklets—"Salon Secrets of Make-up" and " 'Help Yourself' Face Treatments" which between them should make it possible for you to put your best face forward. The first discusses what colour make-up to wear to blend with your skin, and how to make a long face seem shorter, or a short face longer by skillful use of cosmetics. The second deals with skin-toning treatments which you can give yourself. Dorothy Gray, Dept. V, 683 5th Ave., N. Y.

MILKMAID BEAUTY PREPARATIONS,

made of 80% milk, are described in a charming little booklet which explains why milk has always been a complexion aid, and how the Milkmaid preparations should be used. Write to: Milkmaid, Inc., Dept. V, 630 5th Ave., New York City.

Pretty . . . Pretty . . . Pretty . . .

with the Sculptured Waistline

Completely enchanting slip dreamed up by that resourceful designer, Patricia. Rich with silvery broderie Anglaise on gleaming Bemberg rayon and silk satin. About $3.

An original style. . . design patented and registered with the U. S. patent office.

At fine stores everywhere, including:

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MARSHALL FIELD & CO. CHICAGO
J. W. ROBINSON CO. LOS ANGELES
NEIMAN-MARCUS DALLAS

or write 'PATRICIA' 136 Madison Ave., N.Y.

14 pages of WASHABLE Fashions

...coming in May 1st VOGUE

This summer, it all goes into the wash! Practically your entire wardrobe, from dark silks to white organdies, will take to the tub. In May 1st Vogue, you'll see scores of enchanting summer fashions—evening dresses, sports clothes, town suits—all laundry-proof. And—just to prove our point—there are two pages of bright, new Under-Twenty fashions, which were photographed *after* the wash.

Five-Months Plan for Summer Wardrobes

But May 1st Vogue is more than a collection of America's best-loved summer clothes. It's a complete Five-Months Plan by which you can chart your entire warm-weather wardrobe. If you follow Vogue's plan, the clothes you buy in May will be summer-long investments. You won't waste money on the wrong clothes—and there'll be no unexpected gaps in your wardrobe cropping up later on.

...As for Features

With your copy of May 1st Vogue, you can go to the Kentucky Derby—to Hollywood parties—or to the Ballet. You can visit the newly-opened National Gallery with Frank Crowninshield, see Goya's famous "Marquesa de Pontejos"—reproduced in full colour. Reserve your copy of this exciting spring issue today.

MAY 1st VOGUE at your newsstand April 24th · 35¢

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The STROLLER
Color 'n White
for smart summer spectators
in RED CROSS SHOES
They're bright . . . gay . . . light-hearted.
And so are you . . . when you step out in these
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You'll like their custom look . . . their perfect fit, their
airy coolness . . . and their amazing price.
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GOLDEN ANNIVERSARY 1891 1941

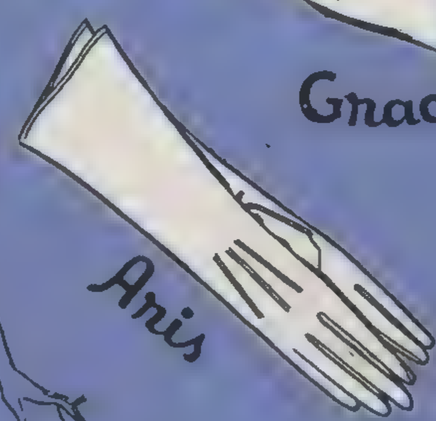
Forget me not Fashions

Kathleen Mary Quinlan

Graceline

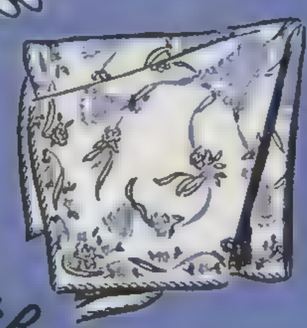
Robbins

Robbins



Anis

Herman Plaut

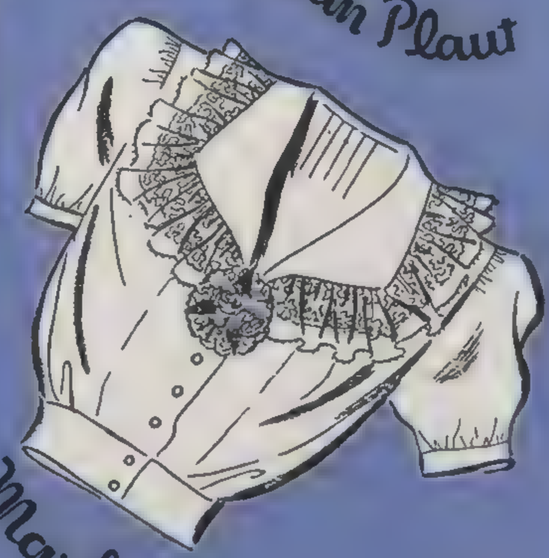


York Street

Carla

Roberta

Herbert & Pohs



Markay

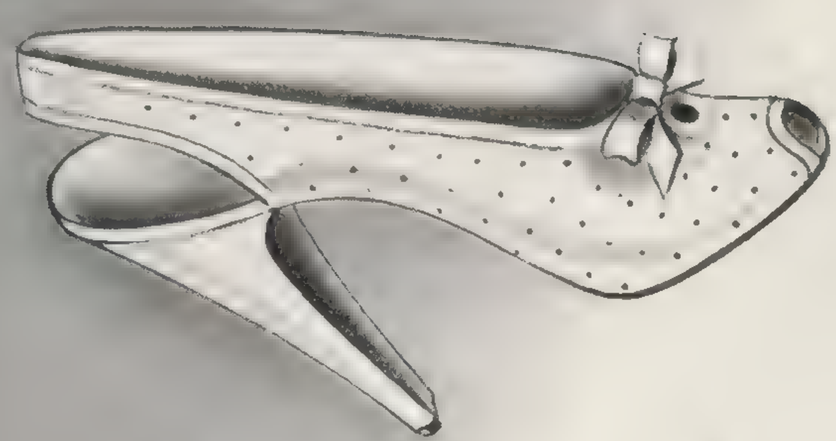
MALLINSON fabrics of BEMBERG rayon

FORGET ME NOT FASHIONS - 22 WORTH ST., N.Y.C. at LEADING STORES EVERYWHERE

SMART PUMPS TO FLATTER...

"LASTEX" YARN TO PAMPER...

by *Carlisle*



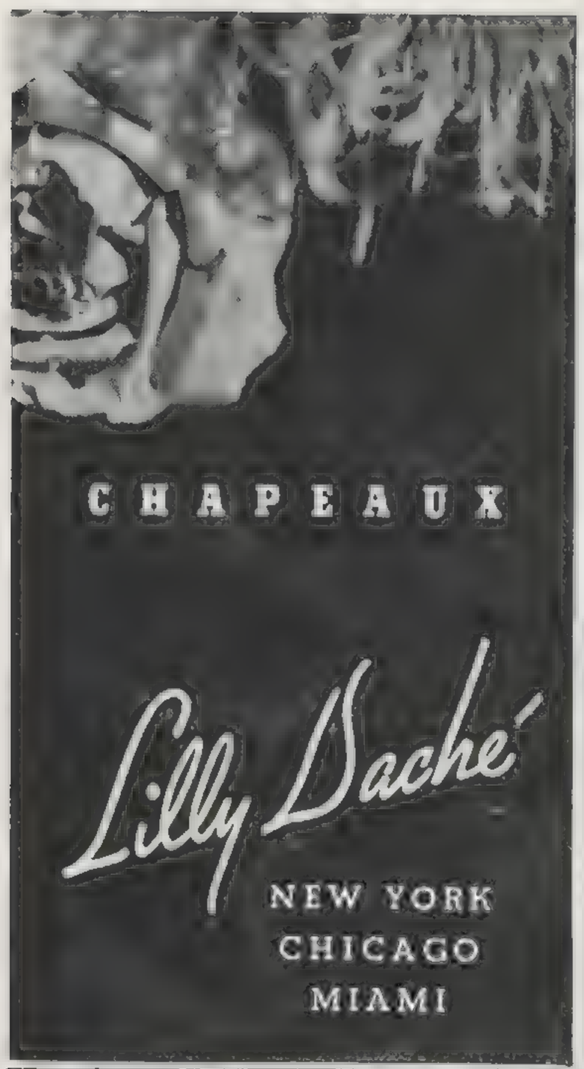
8.75 AND UP

Light as your cocktail banter, slick as your best hair-do, jaunty as the feather in your newest hat ...these are shoes for feet so young they can't stand still. Carlisle's new Spring and Summer collection of thin-skinned white suedes are backed with fabric made with "Lastex" yarn.† And that means shoes that indulge every whim of feet that are constantly tapping out "Let's go!" So dash about your business or pleasure in these impertinent little Carlisle pumps that you'll never feel the slightest impulse to kick off. For which give thanks to the fit, freedom and comfort that have become synonymous with "Lastex" yarn in the fashionable footwear of today. At leading stores everywhere or write to the Carlisle Shoe Company, Carlisle, Pa.

† By the VAMOS process

Lastex REG. U.S. PAT. OFF. ...THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by United States Rubber Company, makers of "Laton" yarn, Rockefeller Center, New York City



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(Circa 1760)
Height 8"

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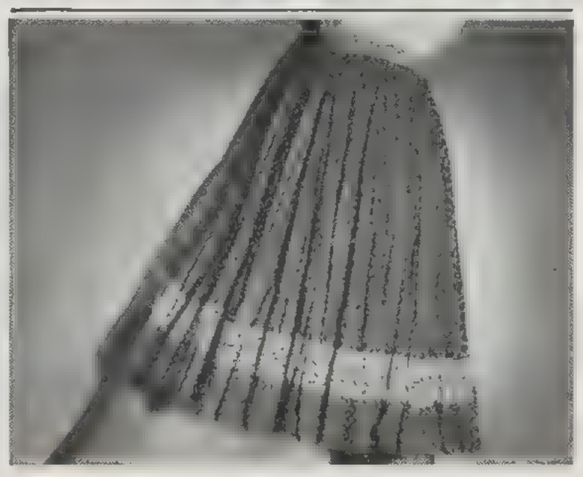


WICKIUP SKIRTS

Pleasantly peasant undulating skirts of crinkle-pleated percale, inspired by the colorful Wickiup dress of the Apache Indian woman, streamlined for modern wear with band and belt of white eyelet. Fine travelers, with no laundry problem—just wash, starch, twist and dry. Fresh as springtime for beach, cruise or resort wear. Order in your favorite color; orange, green, blue, yellow or red. Any size; give waist measure and length or merely mention dress size.

IMMEDIATE DELIVERY POSTPAID $6.75

The OLD MEXICO SHOP
SANTA FÉ — NEW MEXICO

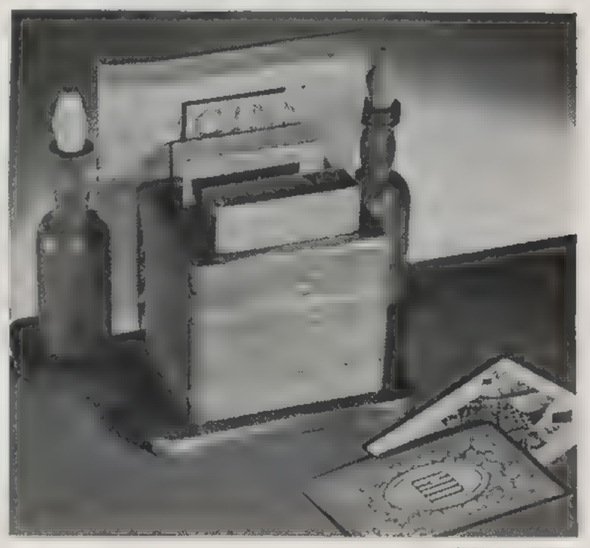
Shop

Time for Tulips: To help you feel the breath of spring, wear a headful of tulips. This flower-bearing hat is of toast-coloured straw, trimmed with black velvet ribbons and a pretty crop of pink and red tulips. You may have it made to order for $25, at the shop of Paine and Helmer. This is about an average price here. The address is 19 East Fifty-Fifth Street.

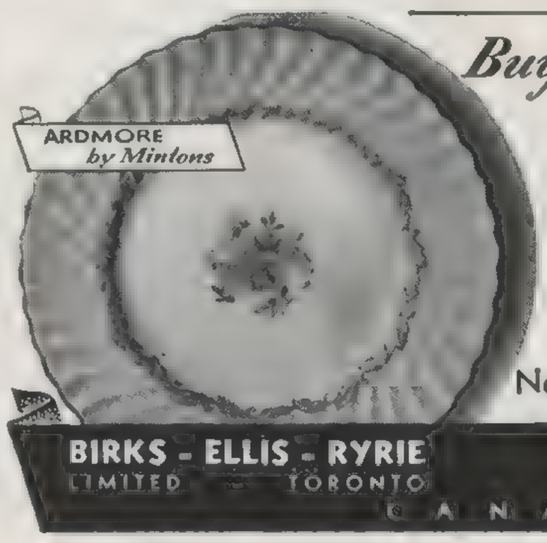
Summer Suède: If you just *love* suède shoes (and they are so flattering), here's a nice air-cooled pair for you. They are perforated all over with little round holes. The cutaway toe and open-air heel or "counter"—as the shoe men say—make for added breeziness. Wear them for cocktails, and for comfort. Black or navy-blue, $14.75. French Bootery, 22 East Fifty-Seventh Street.

Truly Military: These brass buttons have an interesting history behind them, as well as ahead of them. The ones with the eight-pointed stars are the original ones worn by England's Coldstream Guard, and the ones with the crossed flags are from the Civil War signal-corps. You may buy them to wear as ear-clips for $2 a pair, at McCreery's, Fifth Avenue at Thirty-Fourth Street.

Rage Game: It seems that everywhere we've been lately we've heard about playing the game called Gin Rummy. Here's a little set which will assist you in enjoying it. It's a walnut case, holding two packs of "gin" cards, a score-pad, complete with directions, and two pencils (disguised as bottles). $3.50 the set; postpaid within 100 miles. The Bar Mart, 56 West Forty-Fifth Street.



VOGUE STUDIOS



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New china booklet "V" sent upon request.

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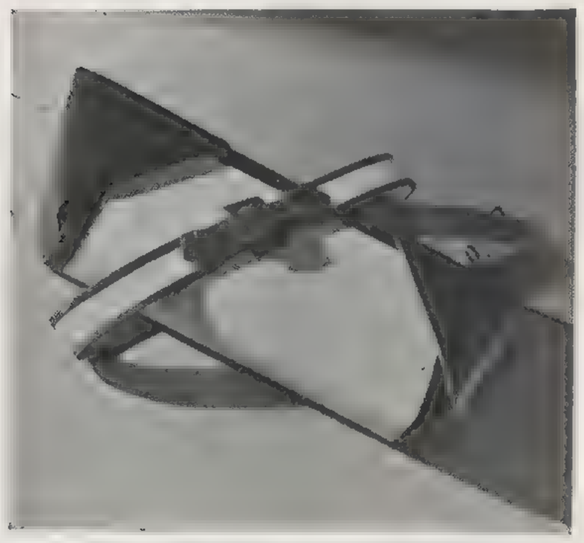
CANADA

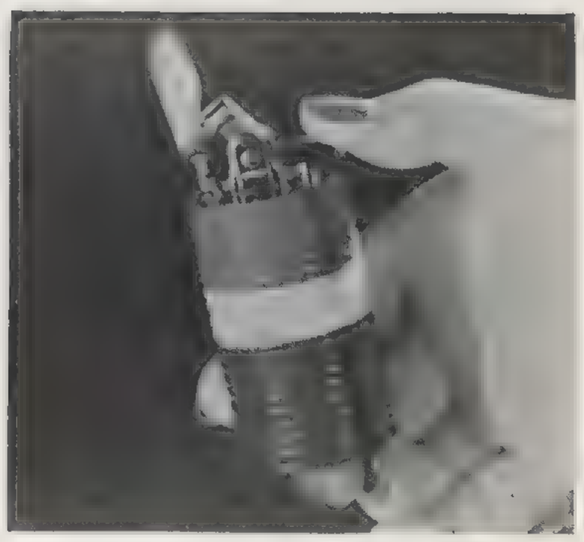
Hound

Sailor Delight: From a milliner called George T. Horne, at Roanoke, Virginia, we present this flat sailor, made out of woven straw braiding. It's pierced through with a huge blue hatpin, made to resemble an oversized knitting-needle, and it's also trimmed with a navy-blue band and veil. Order it from 410 South Jefferson St., Roanoke, for which privilege you'll pay $8.50.

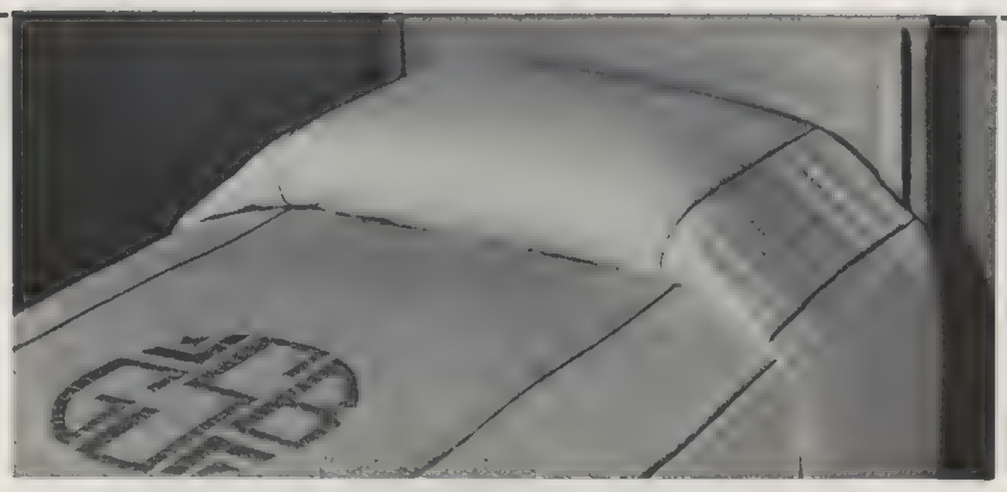
For Good Living: We love the following: Peach and Almond Conserve—a lovely orangy fruit with almonds afloat in it; $4.75 for a dozen 10 oz. jars. Oregon Wild Plum Preserves, a really wild, fresh flavour—not too sweet; $3.45 for a dozen 5½ oz. jars. And a hot and heavenly meat sauce with a fruit base, $4.70. From Jane Amherst, 1107 Northeast Ave., Portland, Oregon.



Plastic Ensemble: At Lederer de Paris, 711 Fifth Avenue, we found this new combination of washable plastics and leather. Very happy wedding, too. The plastic part is woven in a basket-weave and goes by the title of Plastoweave. The Josef bag is yours for $18.50; the Criterion belt for $5. White with navy-blue or red calf; or all red, white, blue, or black, to choose from.



Game Lighter: Ronson's latest table version of the cigarette-lighter apes a pile of poker-chips, in red, white, and blue, with an enamel finish. It would be fun to have in a country house, or in a game-room anywhere. You may have one of these on payment of $5, to Ovington's. The well-known address of this shop is Fifth Avenue and Thirty-Ninth Street.



SOMETHING NEW!

Crinkled Crepe for bedspreads in 14 colors styled for 1941 by a well known Fabric Expert.
Crinkled Crepe is just the thing for a lighter weight spring bedspread—available in the following colors with piping and monogram to match, all guaranteed fast—Turquoise, Rosedust, Light green, Eggshell, Tearose, French blue, Grey, Wine, Brown, Pink, Light blue, Dark green, Navy, Maize.
The monogram is hand appliqued and is available in round or diamond design.

72 x 108 with or without monogram	$7.50
90 x 108	8.75
40 x 64 Junior size	3.75

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The Shoe that was made for Fun!
Bless Shoecraft for evolving an entirely new exclusive last whereby the soft feel of a lounging slipper combines with the fit of a street shoe. In tanned bark, navy or white calf; three widths: S (AAAAA–AAAA) N (AAA–AA) M (A–B); sizes up to 12. Order now, avoid disappointment. Sent promptly anywhere . . 8.75

Baumarten Fitch Jacket
in our new collection of furs by Raymond, $425.00.
RAYMOND *furs*
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The Loveliness of Cypress —

This different outdoor furniture is entirely hand made of Southern cypress treated with Permasan. Ideal for porch and terrace or a spreading lawn. Great, too, for summer camps and cottages. Built for the out of doors. No fear of showers. Now, more comfortable, durable and graceful with natural cypress two coloring. We have enthusiastic endorsements from Country Clubs, Adirondack camps, and Martha's Vineyard, Long Island and Cape Cod estates. Send your check, say where to ship—and we'll have a set packed and off to you the same day.

6 PIECES	2 chairs, settee, coffee table, side table, footstool.	$23.20
5 PIECES	3 chairs, coffee table, footstool.	$19.70
3 PIECES	2 chairs and settee.	$16.50

Freight Prepaid in U.S.A.
ADD $3.00 ON THE PACIFIC COAST
The Littletree Company
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Waterproof Solid Color Seat Cushions for the Chairs and Settee—$5.00 per Set.

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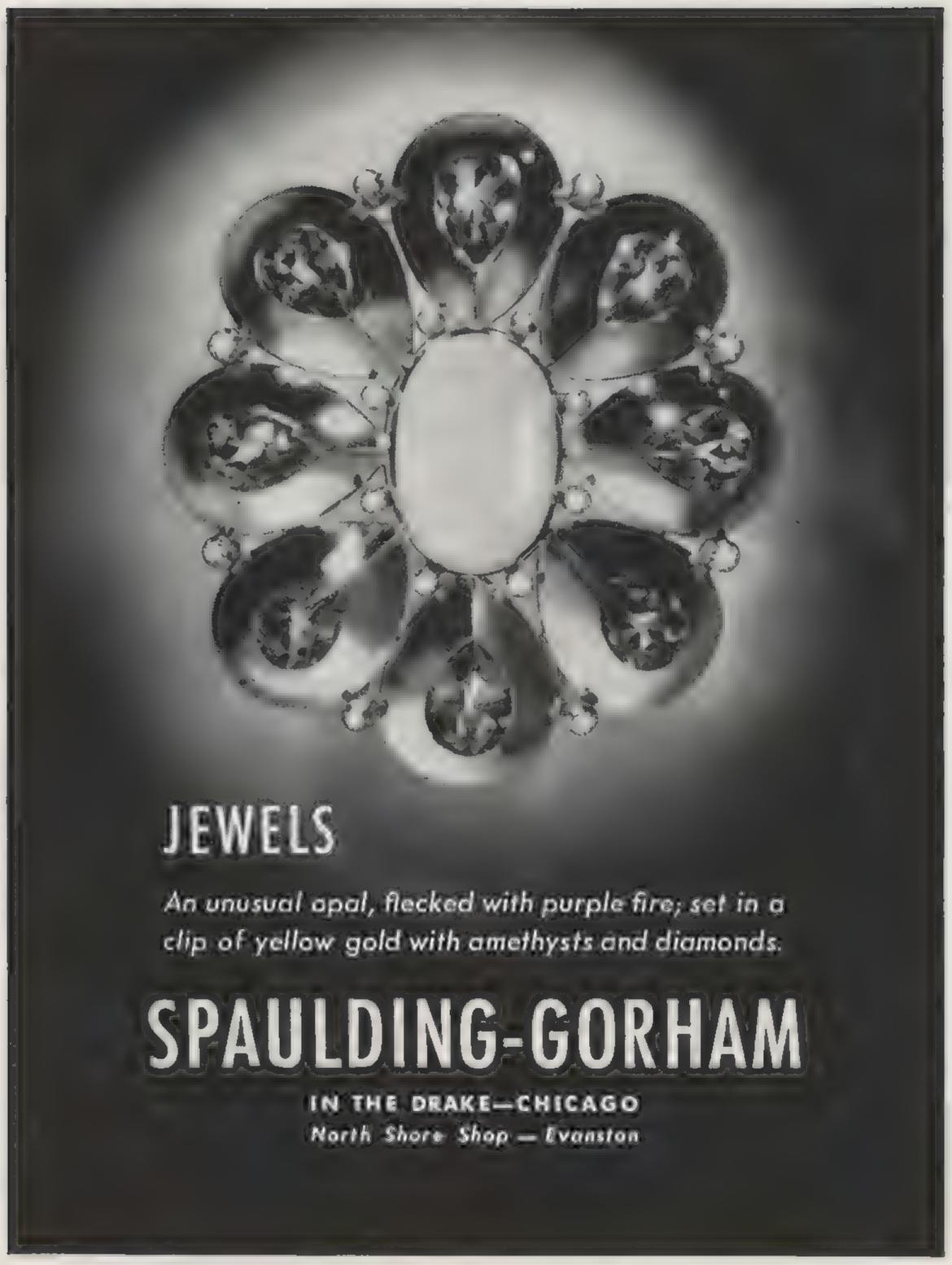

For Garden Lovers

FLOWER CUTTERS. (Top row, *Professional Type Pruner,* **$4.50.** *Wiltless Flower Cutter,* **$2.00.** *Hy-Power Pruner,* **$2.00.** (Bottom row): *Garden Club Shears,* **$1.35.** *Ladies' Snap Cut Pruner,* **$1.25.** *Garden Pride Shears,* **$.75.**

FLOWER SPRINKLERS—of realistic design and color. Green stems; copper base. 18" high. Fits any garden hose. Tulip (left), **$3.50.** Rose (right), **$4.00.** Iris (not shown), **$4.50.**

WICKER GARDEN BASKET fitted with nine most-needed tools, rubber kneeling pad and accessories **$13.45**
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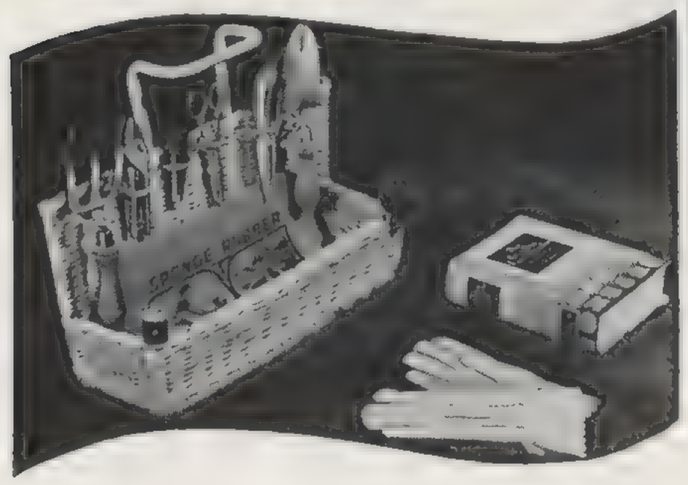

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Shop

Dandy Suit: If you want to be a befrilled dandy—or just a flatteringly dressed woman, you'll long for such a suit as this. It's made of imported British black alpaca, with sheer pale blue cuffs and collar, made in multiple pleats. You may have such a one made for you at the shop of S. Murray Lange, at 20 East Fifty-Seventh Street. The price for this will be $155.

Pretty Pump: From the shop of Vanity Customode, 435 Madison Avenue, we picked this good-looking new pump. The body is of black patent leather, and there's a double strip of alligator across the vamp. Take your pick of black patent with red, black, or beige alligator; or have the shoe itself in calfskin, with the alligator trim. Any way you like, it's $14.75 the pair.

Brush Saver: Help your husband think that you're a fine, intelligent woman, by giving him one of these chromium-plated shaving-brush holders. From his point of view, it's a joy because it saves the bristles; from your point of view, it's a help in keeping the bathroom neat. Order one from Newton Electrical Mirror, Inc., 174 Worth Street. It's $1 without the brush, and $5 with.

Distinguished Shoe: Just exactly right for spring and summer is this lightweight gabardine shoe trimmed with patent leather. It's made by hand in the old shoemaker tradition. Walk in it and on air for $18.75, a choice of navy-blue, black, or brown. It's from Shoecraft, which fits widths AAAAA to C; lengths up to 12. (Special colours; special charge.) 714 Fifth Avenue.

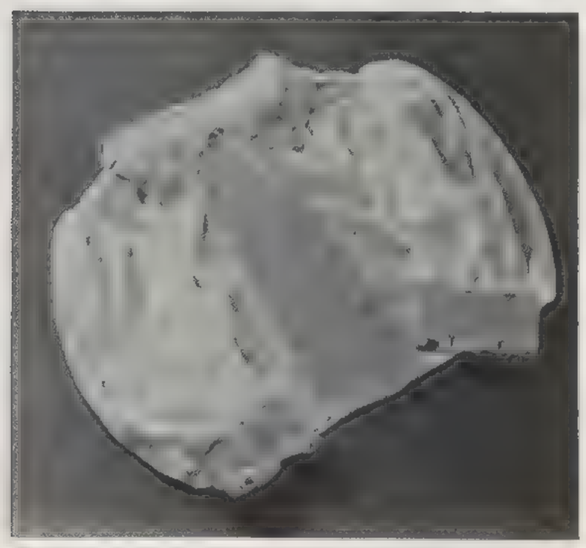
Personal Flavour: If you have a love for old recipes, you'll appreciate the Virginian delicacies made by Famous Virginia Foods, Inc. In this Bedford Package—Cousin Helen's Cucumber Pickle, Miss Jane's Green Tomato Pickle, and Miss Lucy's Mustard Sauce. Fifteenth and Campbell Avenues, Lynchburg, Va. $1.50 shipped east of the Mississippi; $2 west of the Mississippi.

VOGUE STUDIOS

Hound

Town and Country: Here's one of those perfect outfits which serve you well in city or town. The print dress, in red, white, and navy-blue, has a simple top—breaks into a many-pleated skirt. And there's a jacket of soft, nubby navy-blue wool, with print revers. (Also, sage-green, pale mustard, pale blue, etc.) $49.75 at Harriet Doremus, 19 East Fifty-Fifth Street.

Good Scents: Packed in a red, white, and blue-trimmed box, these three little vials hold three really exquisite perfumes. "Lilac," fresh and true, is fun to wear with this spring's lilac tones. "Lido" is sophisticated, both sharp and subtle. "Bretton Woods," excellent for furs and tweeds, is a scent people will ask you about. All three for $2.50, postpaid. De Faros, 689 Madison Avenue.



Young and Sweet: This little bed-jacket is an ingénue, and a charming one. It's made of white chiffon, and the collar, cuffs, and front closing are banded with lace. For this sweet bit of fluff, the price is only $8. It's at Suzanne, 41 West Fifty-Seventh Street, where good lingerie may be bought for unexpectedly minor prices. Go over there to see the collection for yourself.

Why not get away from it all?

Wouldn't you like to shut from your mind the fact of war and the harsh ways of the world . . . just for a little while. A cure at the Spa and life at the Gideon Putnam is answer to the escapist's prayer. The Saratoga country is most completely beautiful in early spring, the Spa park gloriously verdant. It's a world in itself . . . A world of fine food, comfortable beds, lovely rooms, impeccable service . . . A world of piney forests, spouting geyser springs . . . and the Spa Baths three minutes' walk down the woodsey path. Come for as long as your plans permit, and gain new vigor to carry you through. Spring rates on request.

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1. For soft, tempting lips—by all means wear Tussy, the *creamiest, smoothest-textured* lipstick imaginable! With Tussy there's no streakiness—none of that hard, weathered, dry-lipped look. Tussy lipstick goes on your lips smoothly . . . *stays* on smoothly, lending your mouth a *soft, seductive* appeal.

Bolin

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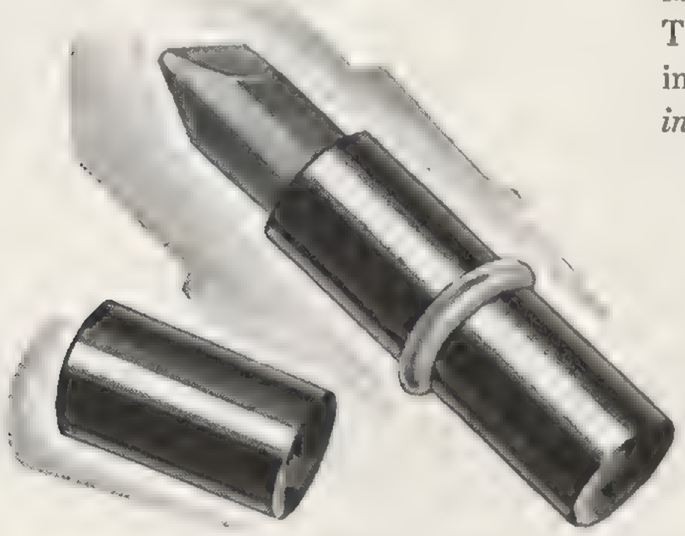

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for that young, young look— Tussy

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April 15, 1941

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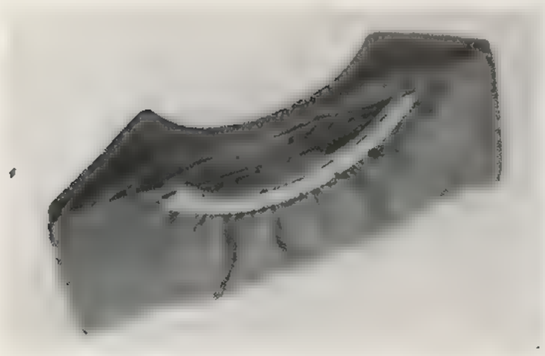
"Nothing can spill out!...it's got a safe little Talon fastener!"

OH-OH! You drop your handbag! Does it pop open . . . send your possessions flying in every direction? Not with a Talon slide fastener on guard! Because this smooth, flexible little fastener features a special locking action that keeps your handbag closed no matter how often it's dropped . . . no matter how full you stuff it!

Don't give "surprise" openings another thought! Do this instead:—Next time you buy a handbag, pick one with a Talon fastener. Then you can be sure it won't slip open accidentally! Talon, Inc., Meadville, Pennsylvania.



SEE TO IT that you get the same dependability, the same security from the slide fastener on the *inside* of your bag as you do from the one *outside*. Always look for the trademark "Talon"!

BACK neckline closings also need the Talon slide fastener. Because its exclusive automatic self-lock can't slip open accidentally, always holds fast—regardless of pull-tab position!

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first Edition!

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Cherry Coke and Rosy Future in Nail Enamel (60c), Lipstick (1.00 and new 60c size), and Cheek Stick (1.00). Hot Dog in Nail Enamel only.

P. S. And, of course, long-wearing Revlon Nail Enamel banishes self-conscious "Fingertip-Fidgets."

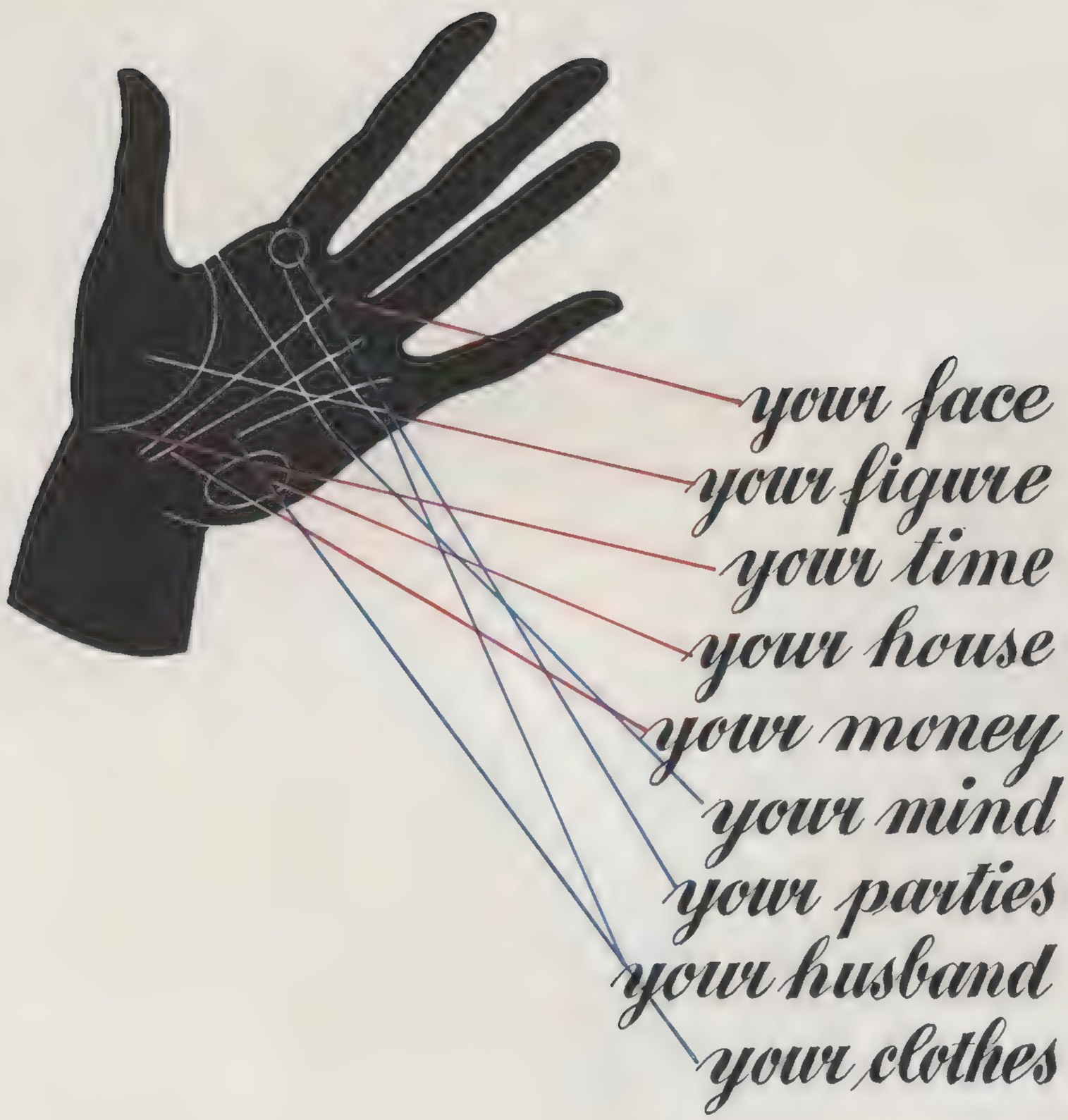
Vogue's-eye view of your right hand

THE lines on your left hand, say the palmists, are the lines you're born with...the lines on your right hand show what you make of yourself. The lines may be the same on both hands. (This is Unfavourable.) Or they may be completely different.

That fine, mystical Black Hand, below, is an impression of your right hand—as it would look, palm down, in a cheiromancer's file. It symbolizes our belief that any hand can hold a Mount of Imagination; a Line of Intuition (call it Taste); a Success Line. This issue of Vogue—called "Make the Most of Yourself"—gives you a line on how to achieve them.

In this issue, you'll find coiffures, make-ups, and hats whose mission is to make the most of your face; constructive advice on making the most of your figure. You'll find money-stretching devices; tips on budgeting your time, based on the hair-raising time-schedule of Miss Clare Boothe.

You'll learn how to exploit the lurking potentialities of your house—how to polish up your mind for to-day's high-tension conversation. Your parties are analysed by Dorothy Draper; your husband, by David Seabury, distinguished psychologist. And as for ideas on how to make the most of your clothes...they're on almost every page of this—as of every—issue of Vogue.



Five Hats to a Suit

Make the Most of Your Clothes

Find your own clothes philosophy, then find the clothes to fit it

ONE of the best ways of making the most of your clothes is not to make too much of them. The woman who devotes her life to the sole end of being chic usually bears the marks of her desperate struggle, whether it is a successful one or not. A too fierce concentration on producing an external effect is not the best recipe for an interesting life...an interesting woman!

Making the most of your clothes really means making them do the most for you, making them your perfect background, your ambiance, your atmosphere. Have you been in houses where the furnishings were so obviously "museum piece" that the purpose of a background for life was lost sight of? Have you dined in a room so consciously overdecorated that food and conversation seemed only secondary? If you have had these experiences, you will understand what we mean by the satisfaction of understated clothes...clothes that are a background for personality instead of a too-insistent foreground.

Opposite

One way to make a wardrobe seem more extensive than it is —have a gallery of hats to wear with a fine suit. Here, five hats like tulip buds to wear with one green rayon jacket-and-dress, by Pattullo. (Lord and Taylor; Marshall Field.)

On figure: a Sally Victor hat of baku; spaniel-ear veiling. Upper left: Widow's-peak toque of gold straw cloth; green veil. Upper right: Straw bonnet. Lower left: Tulip-laden bonnet of mauve straw; velvet trim. Lower right: More tulips on green straw. All hats from Lord and Taylor.

Perfect new make-up with these colourful hats—Harriet Hubbard Ayer's "Tuliptime"

Basic Philosophy

There are rules, not all of them possible for everybody (you'll see some on the next page). Better than rules is some sort of philosophy about clothes, which only you can form for yourself. But here, at least, is a sound approach to basic thinking about your clothes:

First, decide which is to be master—you or your clothes. Determine that they shall be important enough for you to spend enough money and enough time to have them suit your way of life...but not so important that they become your life purpose. Realize at the outset that to be well dressed is not a simple matter. In general, it requires more time and more taste than money. But realize, also, that having achieved the perfect costume, you have accomplished merely your setting—the frame that must not be more imperative than the picture.

Better Clothes

Determine that one perfect costume shall be worth more to you than a multitude of mediocre or almost-perfect ones. The impression you and your clothes make is not made by the things which are hanging in your closet. It is only the costume you are wearing that counts... that shows your respect for, and interest in, your fellow citizens and your wish to please them. It is fairly obvious that you can wear only one costume at a time; and it is sadly true that, in the heedless profusion of American life, most American women have too many clothes and too few good ones. Too many unrelated dresses or hats or suits; and too few completed, thought-out costumes. (Turn to next page)

No one can set up a standard of how much to pay for any single item of your wardrobe, but the standard of quality should be set as high as your means permit. Pay as much as you can afford. Often, it pays to pay a little more than you can afford for certain backlogs, certain basic clothes. Decide what clothes you wear most, feel best in, look best in—and put the bulk of your money into those.

If your house and entertaining at home are your chief forms of expression, you're justified in apportioning a large share of your funds to dinner-at-home clothes. The woman whose life is all country and sports will invest soundly in the best tweeds her money can buy. (We've sung before the praises of this Woman in Tweeds.) The woman whose days are spent at a desk will do well to spend most on her suits and terse town clothes. Attractive afternoon dresses may mean most to the woman in a gay little town; let her economize on her evening clothes. Whatever is worn oftenest is where the most money should go. Don't skimp on the clothes you wear most—whatever they are—just for the sake of a grand effect on infrequent occasions.

Figures—Financial

A good proportioning of clothes budgets is 50% for basic costumes; 15% for hats; 20% for accessories and shoes; 10% for underthings; 5% for maintenance. But these figures can be juggled. If hats are your forte, you may be wise to have four or five hats for any one dress or suit you buy. Never has so much emphasis been put on the head as to-day—since clothes are comparatively simple. Feature it with as many enchanting hats as you can. Feature any good feature you have.

Buy with Head and Heart

Buy your clothes with both intelligence and emotion. Let your reason decide whether your intended purchase fits your life, but listen, too, to your emotional response. Clothes that you "fall in love with" make you happier, are easier to wear, live longer, and are less apt to bore you. Don't be afraid to repeat your successes. Never (or almost never) wear a costume, for the first time, for an important occasion. Try to rehearse it, at home or at a small party first—you'll learn how to wear it, and on the Great Day you can put it on and forget it. Have a few firm convictions about your own style. Even in this season of colour, if you're self-conscious in brilliant colours, pass them up. Rely on shades that you wear with more assurance.

Other Rules to Remember

Think about your clothes when you buy them; forget them when you wear them. If you don't own a hat that makes you forget a minor setback, you don't choose your hats well. Run your wardrobe like a production plant. Don't overstock or understock it. Replace parts as soon as they fall into disuse. Set aside a maintenance fund. Don't stress your type so markedly that you become a caricature.

Don't discredit your husband's opinion of your clothes. No woman is well dressed unless her husband thinks she is. Beware that too much drama doesn't turn into melodrama, if not farce. Don't save disreputable things for bad weather. Own something that belongs in the rain and is proud of it. Don't spoil a good dress with cheap accessories. Eliminate the superfluous "wrong" hat or dress that stays in your closet; otherwise, you may be tempted to wear it. It's the unemployed outfit that puts a budget on the dole.

Opposite

There's no costume extant with more possibilities than a perfect, simple suit...a suit like this one. It's brown bengaline, all line, all suaveness. It can take you anywhere on your schedule, shopping, lunching, travelling, and dining informally. It is well worth the $85 it costs; for you can vary its accessories, wear it continually, and make ten times the impression that a succession of nondescript costumes would produce. Suit and white piqué hat are both at Bonwit Teller; Marshall Field; Ransohoff's

PHOTOGRAPH BY KARGER

Best Friend · Severest Suit

Make the most of your clothes

Two-Act Dresses

Here's how to make one dress-plus-jacket serve doubly—for day; for informal evenings. It's black sheer crêpe, the top of the dress made of black point d'esprit. $85. Evening: Remove jacket or not, add a veiling toque, pearls, white gloves. Days: Keep the jacket on; pin up the ruching; put on a level-headed sailor; pink gloves. Dress, toque; Bonwit Teller; I. Magnin

HORST

Here's how to make one suit look casual on the street; important for a party. It's purple silk shantung, beautifully made; with fine details, original, good buttons. $59.95. Street: Keep collar high; add hat, bag of wine-and-white silk. Set; $29.75. Party: Add a veiled flower hat ($15); tuck real narcissus in the belt; slip on white gloves. Pattullo suit, and hats; Saks-Fifth Avenue

Your Cornerstone Dress

...and ways to build on it

VOGUE STUDIOS

City-afternoon accessories for the costume opposite. Longish gloves of blue doeskin. Two bracelets by Gerli—one gilt links, one mesh. Blue faille bag by Koret. Blue shoes. Saks-Fifth Avenue

Town-or-country addenda—for that dress, opposite. Red alligator for the belt, the shoes by Palter DeLiso, the Koret bag. Yellow doeskin gloves. Red-and-yellow scarf. All; Bonwit Teller

LUIS LEMUS

Giant brim, giant crown for a new hat which, plus the blue accessories, goes on with the dress opposite. Blue and green straw; at John-Frederics

Back from your bangs goes a Breton—a white straw one with daisies, nice with your shantung dress, red accessories. Hat; Bergdorf Goodman

A new mushroom shape for a level-set hat—of toast-coloured straw, bound with navy-blue grosgrain. Wear it in town, time and again. Braagaard

Opposite: Your full-time dress. Fits any day schedule; any environment. Changes appearance with its accessories. Beautifully simple yellow silk shantung; gilt belt. $29.95. Flowery straw hat. Saks-Fifth Avenue

HORST

Make the most of your time

Time-savers that work for Clare Boothe, and some that may work for you

CLARE BOOTHE LUCE is usually described by three superlatives in B: most Brilliant, most Beautiful, most Busy.

As Clare Boothe, she writes plays, books, speeches, statements, articles. She talks on the radio and at numberless public dinners and benefits; introduces other notables; comments for the press from time to time on world events and new legislation. She answers all her own mail, public and private. (Recently she was able, just on the strength of this, to help get a spaghetti-and-tomato-sauce-pie concession for the husband of a salesgirl she knew. The concession was outside the Army Post at Fort Dix. When Miss Boothe phoned the officer involved to arrange an interview for the pie man, he said yes, indeed, he'd be glad to do a favour for her; he'd written to lots of celebrities in his life, and she was the *only* one who'd ever done him the courtesy of answering with a personal note.)

As Mrs. Henry R. Luce, she runs a Connecticut house, a Carolina plantation, a hotel apartment in New York; travels prodigiously, here and in Europe; is full-time wife to the *Time-Life-Fortune* publisher (no laggard he, either), full-time mother to a daughter and two stepsons, hostess to a social group as large as it is exacting.

Here, for your guidance, we present Clare Boothe's alchemistic devices for making two hours bloom where the clock only planted one—together with some miscellaneous time-tricks contrived by and for less driven ladies.

Clare Boothe Does This: The chief time-saving thing she does you'd better not emulate. She only sleeps six hours a night; that's all she happens to need. Just before she goes to bed, about two o'clock in the morning, she has, with her hot Ovaltine, the first editions of the morning papers. After she gets into bed, she reads from one of five or six books, which she keeps on the night-table.

When she wakes in the morning, her breakfast and her secretary simultaneously appear; while she eats the one, she dictates to the other. Dictation and must-telephoning fill her morning. When she goes to the hair-dresser, her secretary trails along, still taking dictation.

Shopping takes about one week of her year: once each season, she buys, all in the same day, a whole seasonful of clothes. She lunches first, goes to a favourite shop, looks at everything they have, chooses all the costumes she wants, complete with hats and shoes and bags. When everything is ready, she goes back and has all her fittings at once. She doesn't think this the ideal way to be well-dressed, but the time equation of it is more than gratifying.

She does some of her entertaining, too, in bunches; invites five or six friends down to "Mepkin," the South Carolina plantation, for a week's shooting or more, or to Greenwich for week-ends. In this way, she sees them in concentrated doses, catches up on all their lives. In a week, she deepens the friendship more than in a month of luncheons in New York. (You have to know your friends in the country to know them really well.)

Sometimes in the evening she plays bezique, sometimes just talks with her friends and her husband. If it's a talk-evening, she always does needle-point. This accomplishes two desirables: keeps her from talking too much, sees that she gets her work done.

She writes at Greenwich, is involved in politico-social activities in New York. At "Mepkin," she relaxes completely; she knows how; that's one of her chief secrets. She has everything in her houses catalogued and itemized; that takes time at the beginning, is infinitely rewarding later. She need only telephone ahead to her housekeeper and say, "We'll open Mepkin (or Greenwich) on Tuesday, and stay for this-and-this long."

Reading, dictating, and needle-point, all are sandwiched into whatever crevices in her day she can find for them. This system holds for everything but her children. When they are home for vacation, she has no engagements at all. Everything is out but the children. Her time is entirely theirs.

One last point: she rarely makes engagements more than two days ahead. Her normal procedure is to telephone friends in the morning and ask them to lunch that day, or dinner that night. She thus manages never to be tied up with a dull date made weeks before, when a special friend calls up and invites her to lunch for that day.

You Could Do This: Chiefly you can get your friends to respect your time as much as they would if you were a man. (Clare Boothe manages this without being thought unfeminine; so can you.) Let it be generally known that you loathe hanging endlessly on the telephone. Often a time-saver, Mr. Bell's little invention can also be the world's record-beating time-waster.

When you're inviting people informally to a party, write them notes or send them telegrams, or have someone in your household call them up and answer the calls of acceptance. This alone will save you hours of telephoning a dozen people, half of whom will be out when you first call, and who will call back when you're out, ad, practically, infinitum. (Continued on page 102)

COURTESY OF THE MUSEUM OF MODERN ART

CONDÉ NAST ENGRAVING

Preoccupation with Time

Painted by Salvador Dali

Of all material objects in the world, a watch is somehow the least likely to go limp...of all humourless phenomena, the rigidity of time is the most strangely pleasurable to see mocked. These may be subconscious reasons why people were fascinated and shocked at first, and continue to be fascinated and shocked by this famous painting by Salvador Dali, the notable Surrealist.

The four watches, the ants and fly, the distant cliffs, are in the tradition of the great miniature painters. Although Dali originally called this picture "The Persistence of Memory," art lovers know it better, more happily, as "Melting Watches."

Mould of Beauty

Make the Most of Your Face

Your face is your personal billboard.
Your own impression of you.
Your description of yourself to the world.

YOUR face is the outward evidence of what you are. You can soften this evidence, strengthen it perhaps, certainly you can present it in its most flattering form. Make the most of your face, and your face will help you to make the most of yourself.

Don't let your character work in competition with your face. If you are essentially a very naïve, friendly soul, don't try to make a sophisticated mask of your face by the wrong make-up, the wrong coiffure, the wrong hat. When you enter a room full of strangers, remember that your face speaks for you before your voice or your actions can deny or confirm the impression it has given. You can't hide your face, nor can you hide behind it for long. Why not try to make it a complimentary preview of what you are?

Look in your mirror, not the usual feminine search for an eyebrow hair that needs plucking, a nose that needs powder, a lipstick line that needs straightening, but for an intimate and honest search for what best expresses you. Those curved-up lines in the corner of your eyes, are they there because you have a spontaneous, expressive response to humour which makes you crinkle up your eyes when you laugh, or are they superficial lines that came from careless squinting in the summer sun? If the latter is the case, you have no real right to them, and you should try to erase them with the right beauty treatment and dark glasses. If they are lines of expression, nothing could or should erase them. Only don't make them look like tired lines by too much eye shadow. A little oil on the eyelashes and lids is the most flattering eye make-up for eyes that crinkle up.

If your face gives evidence of taut nerves and high tension, relax, and the evidence disappears. If you can't relax at home because no one respects your privacy, try the considerate restfulness of a good beauty salon. There was a famous French beauty who spent hours a day relaxed in a darkened room until her face spoke of repose and nothing else. The serene brow is only beautiful when it gives promise of sparkle and life beneath it.

If you have beautiful eyes through which your personality shines, don't dim them by too much cheek rouge, too accentuated lips—treat your eyes like prima donnas and let them hold the stage.

If you were one of those little girls whose mother used to say, "Thank goodness she has good teeth!", you have probably grown into a woman who can smile broadly with confidence—there is no more disarming way of making a good facial impression.

If your chin is prominent enough to give evidence of stubbornness, use that stubbornness to find out what type of hat best balances this protruding chin and remember to wear a scarf or a jabot to soften the line between your throat and chin.

If you have a generous-sized mouth, treat it generously and let your lipstick mark its natural boundaries—not those that Joan Crawford has marked out for big mouths.

If your hair, skin, and eyes seem to blur into one tone—mousy is the horrid description—accent your best feature with make-up, but accent it delicately, since any harsh contrast tends to give a clown (Continued on page 106)

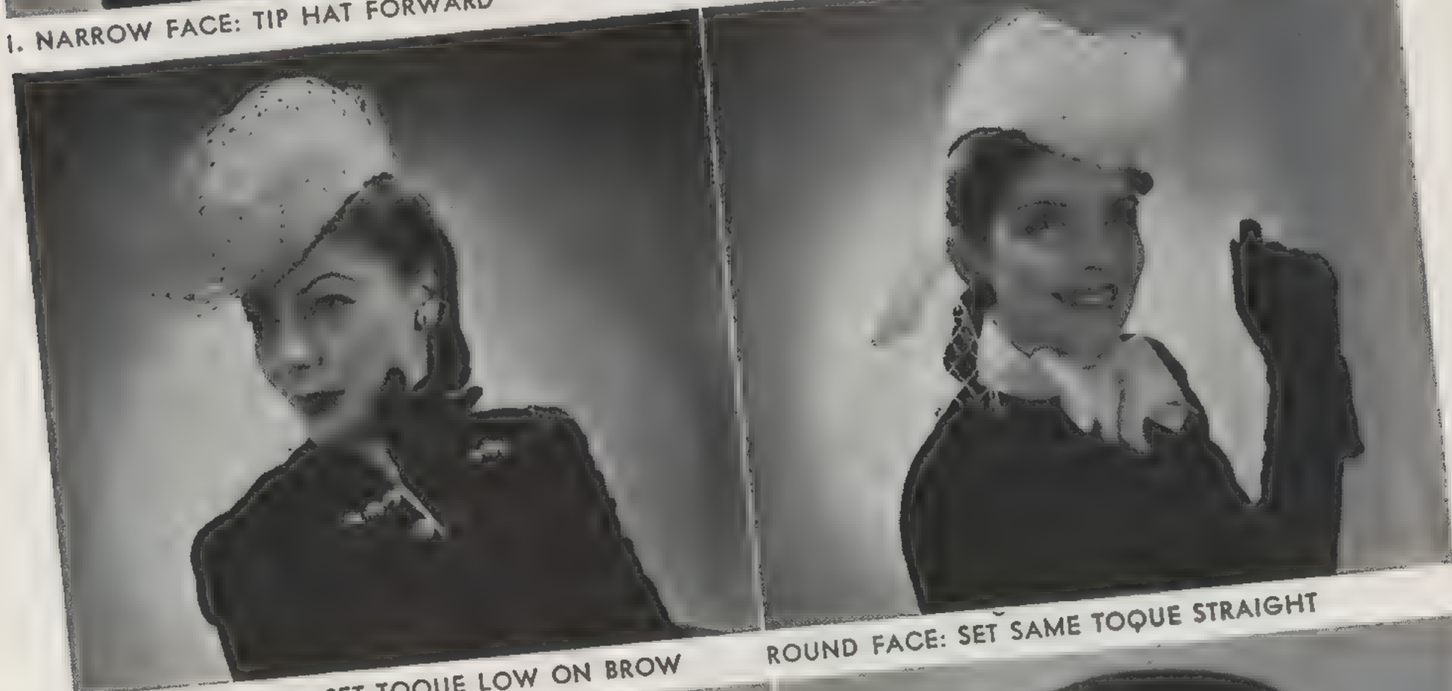
Opposite

A fantasy of beauty, painted by Milena—with a down-to-earth significance behind its dreamy symbolism. Let it suggest that you put your own head upon a figurative pedestal, that you look at it objectively, as a stranger would. What is there you like? What is there you'd change? Fundamentally, does your face express the sort of person you are? On its surface, is it pretty, colourful? You have power over it. You can cast your own beauty in any mould

Same hats--different faces

LUIS LEMUS

1. NARROW FACE: TIP HAT FORWARD — ROUND FACE: WEAR SAME HAT OFF-FACE



2. NARROW FACE: SET TOQUE LOW ON BROW — ROUND FACE: SET SAME TOQUE STRAIGHT

3. NARROW FACE: TURN BRIM UP — ROUND FACE: TURN SAME BRIM DOWN

4. NARROW FACE: LOWER SAILOR OVER EYES — ROUND FACE: SET SAILOR ABOVE BANGS

ONE way to make the most of your face is to wear your hat at the right angle. A narrow face is prettier with a hat lowered on the brow. A round face is prettier when the brow shows—the hat perched high. As proof, here are five new hats—all five becoming to either type of face, depending on how they're worn. Your hair, too, is a factor. Keep bangs short for a round face, balance a thin face with upcurled hair—Charles of the Ritz did the coiffures for these hats.

1. Green straw hat—tilted forward for a narrow face; worn Queen Mary fashion for a round face. John-Frederics.
2. All-white toque of veiling. Lower it over brow, if your face is angular; show brow if face is round. Nicole de Paris.
3. Huge pink straw hat with soft brim of blue grosgrain. It's becoming to either type, worn as we show here. Lilly Daché.
4. New oval sailor of black felt. Wear it high or low over brow. Henri Bendel

HORST

Two tips for one hat

The same hat—a smart new Spanish sailor—worn by two different types. To balance her narrow face, the first tips her hat (black straw), the one with a round face wears hers (tan straw) way off the brow. Suits also from Bergdorf Goodman. Jewels from Karples

LUIS LEMUS

1

2

3

New Coiffures

Change to a cascade of curls. Perhaps a change of coiffure is what your face needs. Here's a new one, by Elizabeth Arden—and three new hats to wear with it. Your curls are brushed up and fall like a jabot down the back of your head; bangs are optional. At night, wear flowers, these Heller cultured pearls, and a lace and piqué dress from Bergdorf Goodman. By day, try one of these three hats:

1. Tiny blue felt sailor, lace-veiled, to top curls. Henri Bendel.
2. A flirtatious Florodora hat, black straw, side-tilted, much beveiled. Walter Florell hat, also at I. Magnin; Marshall Field.
3. A red straw boater, tied under the chin with a veil. See how this coiffure fills in the line at the back of your head. This is at Russeks

VERDURA JEWELS

1

2

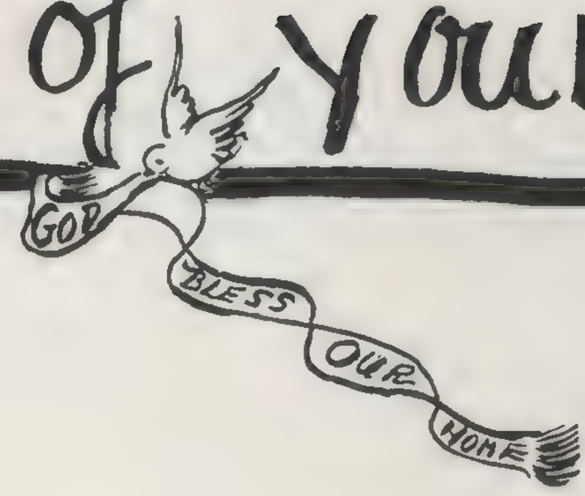
3

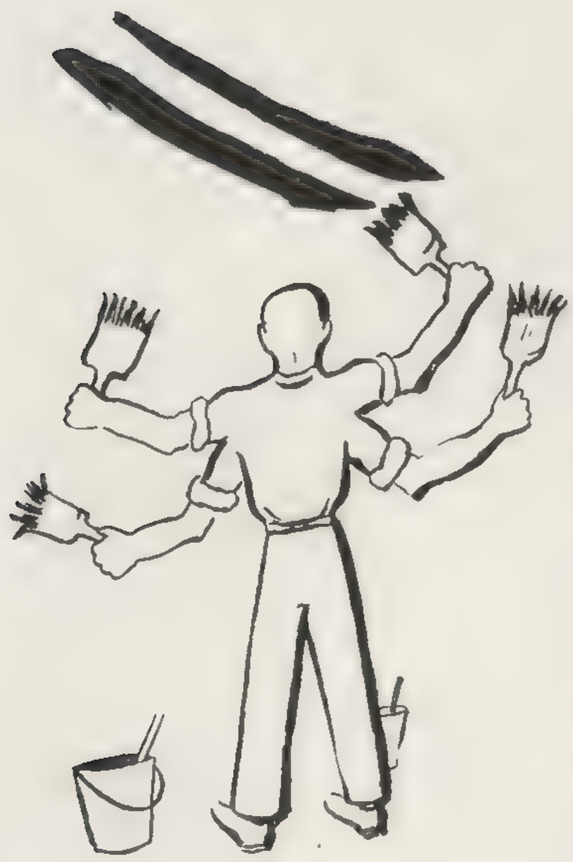
for New Hats

Switch to a switch. Honestly flattering to many a head is a false braid or coronet. No one now makes any secret about wearing them. Elizabeth Arden suggests two switches—you can coil them as above, twist them into Gretchen buns over the ears, knot them into a chignon. Nor will your hat be any problem. At the right are three new hats born to go with "long" hair, false or not!

1. Grey felt padre sailor, bound with white piqué—perfect when you knot your hair into a chignon, false or not. At Lord and Taylor.
2. A tiny sailor of white organdie, blue-dotted—enchanting if you coil your switch into Gretchen buns over the ears. Braagard has this.
3. A white straw beret to sit atop a false coronet. Saks-Fifth Avenue

Make the most of your House



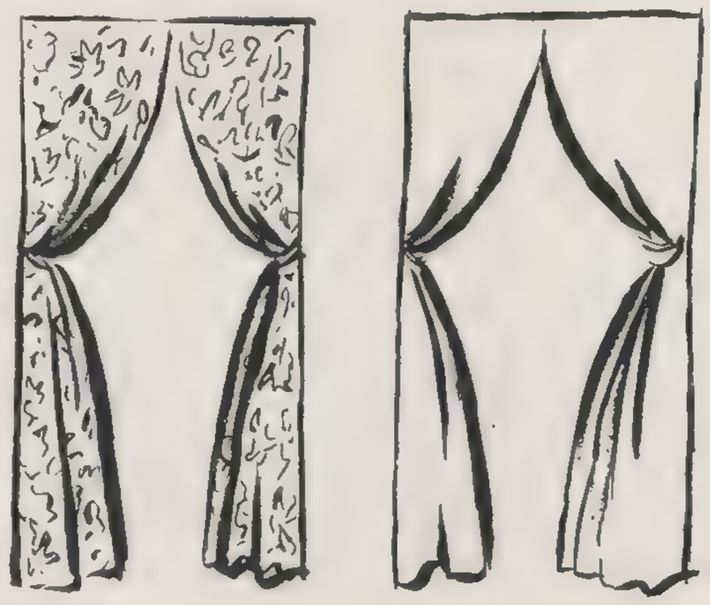


Tricks with paint

YOUR house doesn't please you? You don't want to spend much money? You feel that something could be done? Treat your house or room as though you were a doctor. Study its weak points. Where it is dull, use bright colour; where it has too much light, tone down the colours. Make it a healthy place to live in, not a perfect picture; the perfect picture type usually dies on its feet.

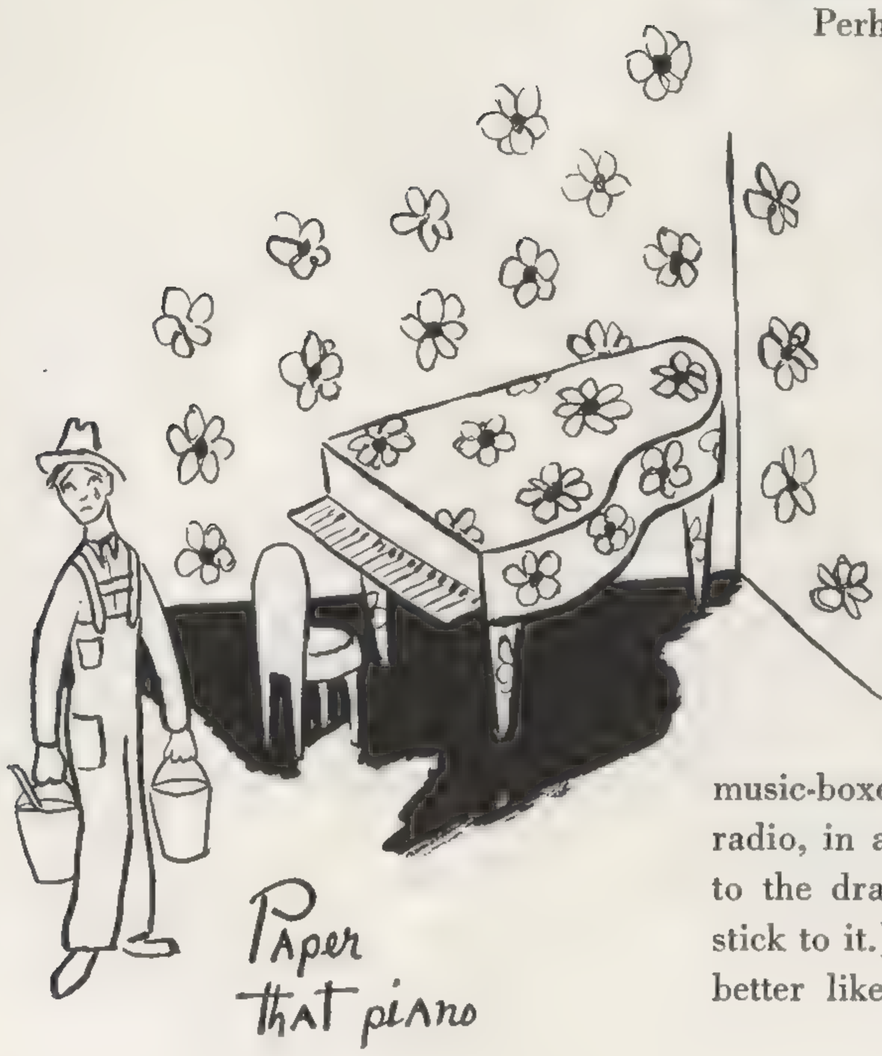
Relax in one room after another and think about all the things that are fundamentally annoying; the proportions, the light, or perhaps the height. Balance is very important. If you need another window in the room to carry the colour or to build up a wall, fake it. Hang your curtains, and always keep them drawn. It may not be quite satisfactory in the daytime, but at night it is a sure-fire trick. If you have three windows in a row in a smallish room and you do want chintz or a figured material, curtain the two end windows in the figured stuff, and have the centre one in a plain material with coloured fringes that pick up colours in the end curtains. Or if you have two widely-spaced windows on the same wall and no important enough piece of furniture to place between them, fake a centre window. It is very effective.

Plain curtains between figured ones



Your room is perhaps too high? I can't believe it, but if you think it is, have your local handy man put in an inexpensive stock chair-rail, and paint the wall below a clear, dark colour, above a lighter colour. Paint the ceiling to match, avoiding whites above the eye-level. You'll practically stoop when you enter.... If the reverse is true, and you want to make the room higher, obviously a striped wall-paper is the simplest solution. The world is full of them, and very pretty they are.

Perhaps your room is too long and narrow? If so, paper the two long walls in a large, flowered paper. Paint the two narrow ends a fine quiet colour to match a predominant shade in the paper. Break your room in the centre with two small sofas facing each other, with a low table, or perhaps a grand-scale desk or table, plunked in the centre of the room, to rivet your attention right there. On your floor, use three squares of carpet, and have the centre one a darker colour.



Paper that piano

You have a large radio or grand piano that you have tried for years to make inconspicuous. You've gone through draping the piano, or trying to bend a little French screen around it, and the result still looked like a super-grand. The radio was just a fine upstanding piece of cabinetwork, and you couldn't put anything on it, anyway. Taking it for granted that you don't have both music-boxes in one room, of course, paper the walls, *and* piano or radio, in a bright figured paper. (Your paper-hanger will fight you to the draw about pasting paper on that shining wood finish, but stick to it.) You may not like it, but then it will be too late, so you'd better like it. Anyway it can be scraped later, at great expense.

Overdoor drapery

If you must plan your space carefully, you might forego a typical dining-room. Use one or two small tables with built-in seats, covered in bright colours. Put your piano in the dining-room, if you can get away with it. Be sure, however, that the light is not strong, for every one relaxes at table under a dim light. Use as much material in the hangings as you can afford. It kills noise, which helps the scintillating conversation of your friends.

Drape swags of material over the doors high up on the wall, and have another swag over the fireplace...making them, perhaps, of striped bed ticking. It is very decorative, and costs practically nothing. In a bedroom, do the swags of eyelet embroidery.

If you have an enormous living-room and no dining-room, have built a high, four- or five-fold screen. Cover it in flowered chintz, stand it in the middle of the room, and work out from here. On one side, put your serving-table, and use the remaining space for your small tables and chairs. Then curtain the windows in the two halves in different, but complementary, colours. Keep the carpets alike. On a blank wall, hang a whole collection of those inexpensive wall vases that come from Chinatown. They are bright green and white, and look like vegetables.

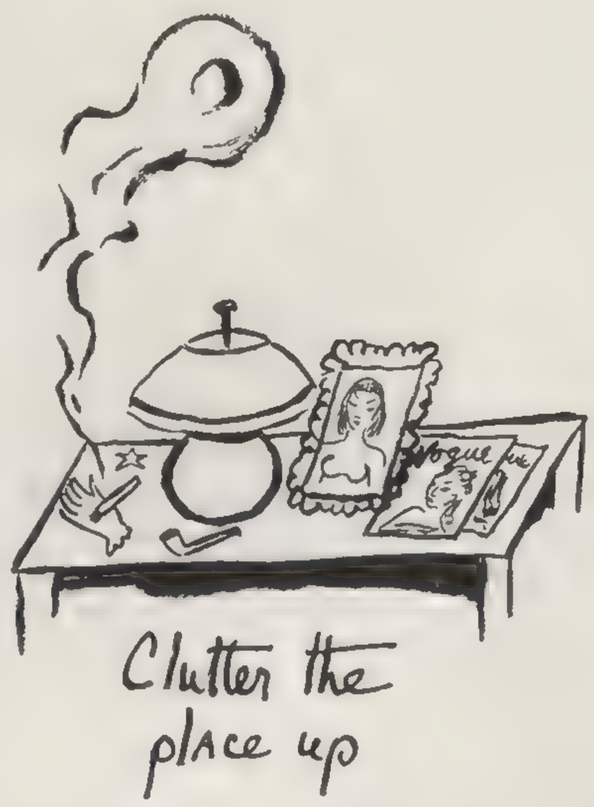
While you're down there, take a look at the brilliant paper kites in the form of butterflies. They would make swell decoration, a very chic ceiling, one flying out from each corner and a few scattered around the centre. You'll need a stiff upper lip to get away with that one. Get the butterflies *before* you paint the room, and steal the lovely bold colours from their wings to use on different pieces of furniture. Then when the room is finished, slay the first caller who calls it The Butterfly Room.

"Ah, the butterfly room!"

In a small bedroom, devoid of promise, paper the walls, ceiling, and doors. Use a plain rug, and plain, flat-textured material in different colours on the furniture.... *Or* paper the ceilings and doors, using a chintz to match at the windows, and paint the walls a plain colour.... If your bedroom needs just one extra touch to cheer it up, put down a strip of carpet with bright red roses and vivid green leaves on a white ground, over your plain carpet—like a sidewalk around the three sides of your bed. If you are young and very beautiful, put your bed up on a platform about six inches high, paint the platform like a *mille-fleurs* tapestry, in light colours, and hang your bed with embroidered muslin.

Edwardian Terrace

Your terrace, if you have one, is a problem, if you want it to be cosy. Regulation garden furniture, I am sure, can *be* cosy, but not look it. Go out into the country and find a second-hand shop—I don't mean an antique shop—but the kind of place that sells to boarding-houses. Invariably the dealer has one or two Edwardian suites he doesn't consider antique, so they are yours for the price of an old brass bed. It's a nice kind of furniture, with gilt lines and lovely colours in the painting—often with floral or landscape decoration, marble tops on the tables, and quite a lot of architectural nonsense in the design. Obviously for pieces really exposed, you will have to repaint with shiny enamel against the weather. Upholster the chairs and sofas in bright pink or yellow water-proofed material; then allow yourself the extra expense of a large canvas sheet to cover the works at night or during a storm. Set the thing up as though it were a living-room, and round it off with rubber plants in the corners. And, in *all* your rooms, put a lot of your own things about—clutter the place up, in a nice way. You want it to be yours, don't you? (Continued on page 105)



Clutter the place up

Make the Most of Your Parties

Some pointers for party plans and party tricks—these will not break your back or your bank-account

By Dorothy Draper

GIVING a big party is like putting on a new play. "Delightful, effortless, sparkling, and amusing" are adjectives that bloom only from good, hard, old-fashioned verbs—plan, work, rehearse. Plan soundly. Work out to the last detail. And rehearse your supers like mad—supers being any one from your family to the maid-of-all-work.

Entertaining, even when elaborate, can be good fun for hostess, as well as guests. But only if that lady has a completely free mind, knowing that all her actors are letter-perfect. Having a few friends for lunch, tea, dinner, or supper is, of course, a totally different matter. Here we have to do not with a pageant, but with a mere extension of pleasant every-day life—and the fewer the stage effects the better. Strange to say, many hostesses never seem to have made this distinction.

So, before devoting my space to what I believe is the successful technique for the rather big parties most of us give only once in a while, let me say that none of my rules applies to the informal sort of thing we do every week of our lives. Naturally, we always want our rooms to look pretty, and our tables attractive. We want the food to be the kind we know the guests we've invited will enjoy. But we emphatically do *not* want to astonish the "natives" with special delicacies, rare flowers, unusual decorations, elaborate entertainment, or anything else that could possibly set up a spirit of competition.

Herewith, then, are some pointers on how to be a good hostess without breaking either your bank-account or your back.

Rule One for entertaining is plan—plan—*plan*. Maybe you can do this in your head, but I should advise you to copy the technique of a friend of mine who is very successful at giving delightful parties. She tells me that at least a week beforehand, she takes a big pad and a sharp pencil and writes out everything. First she does the guest-list. Then the menu and drinks. Then the flowers—any other decorations—changes of furniture—and, of course, whatever entertainment.

After that she takes a smaller pad, tears off ever so many leaves and heads each with somebody's name, either family or servant, writing out what items he or she is to be responsible for. She also writes a list of things she must arrange herself and ticks them off as she's seen to them. The Party, in skeleton form, is then in existence.

Rule Two is rehearsal—which applies, of course, only to the duties of any one who hasn't helped on previous occasions. If instructions are given and a demonstration arranged well in advance, no stage-fright will interfere with results.

Rule Three, for most of us, is to have a specialty and stick to it, since it isn't possible to rehearse a whole party or even any large section of it, to see how it will turn out. When you've found that a certain form of entertaining, size of guest-list, and type of menu seem easy for you to carry off and, to judge from comments afterward, make a hit with those invited—you deviate at your peril.

Rule Four concerns the unexpected extra fillip that every big party ought to have—and this is usually most effective when it isn't a matter of expenditure, but of invention. Of course, it's delightful to hire a famous string quartette—if your friends really love music. Or to build an entire floor out under the trees—if what they want is to dance. But unexpected elements as costly as this are impossible for most of us, and hardly in key with the times, anyway. So let's get closer home for our surprises.

At a simpler daytime party, the surprises may be nothing more than a buffet meal out under the trees, with little tables to sit at covered with cloths as inexpensive and effective as gay sections of patchwork quilt—with yellow peasant china. Or white chintz with pink roses on it—and green-banded white china. Or green-and-white or peppermint-pink-and-white chintz—with plain white china. Or, prettiest of all, cloths made by hemstitching ruffled muslin curtains up the middle—with any kind of gaily flowered china you happen to have.

Cooking at least part of the meal outdoors—and letting the guests help—is a pleasant change. If you have a garden, build an outdoor fireplace this summer. If you own a terrace in town, the shops are full of electric gadgets (Continued on page 94)

Opposite
A semi-buffet plan for indoor or outdoor dining—seat your guests at card-tables; plan your menu to facilitate serving. Pink clam-shells on pale blue shell plates stand ready for soup. Darker pink dinner-plates await the next course. The pink linen table-cloths have a white Greek leaf motif. Traditional silver doesn't limit you to traditional settings—Lunt's "American Victorian" sterling flat silver blends prettily with this modern setting. Linen, pink shaded glass, china; Carole Stupell

NYHOLM

Informal Table-Talk

RAWLINGS • CONDÉ NAST ENGRAVING

A MATTER OF FORM

Make the Most of Your Figure

Your figure is the evidence of yesterday,
A preview of to-morrow,
A record of your personal history

YOUR figure is the outline of your own personal history. It can tell a story of self-discipline or self-indulgence, of energy or indolence. You can write your own history, correct it, beautify it. Only the best version need be visible.

The four elements that enter into your figure design are posture, corseting, clothes, and the proportions you have inherited or achieved. An understanding of all four is necessary if you mean to make the most of your figure. Your proportions can be regulated to a certain extent; pounds can be added or subtracted by diet and exercise; the illusion of height is added by posture. But when you have reached your irreducible minimum or maximum, it is your corset and your clothes that outline the final figure that you present.

Exercises and diets for reducing specific spots were given in our November 1, 1940 Beauty Issue. More will be presented in the May 15 Vogue. If you've lost your November copy and can't wait until May 15, write us, and we'll send you a reprint.... In case you are the sedentary type who can not face the idea of exercise, there are wonderful low-voltage electric machines that work off pounds while you lie still and think beautiful thoughts.

Health, like the radio, seems to be everybody's dower right in this day. Diet menus are as common now as seven-course ones were in our mothers' day, so there is little temptation toward the fatty path. "Skinny" is an epithet as easily erased by diet and exercise as fat is. There is no place for extremes in figures—no excuse for them except laziness or glands. A good doctor can work wonders with the latter, and you can fight your own laziness.

With every one conscious of the value of vitamins, with spinach and lettuce and fruit as modern conceptions of ambrosia, good health as it relates to your figure is attainable for all. The woman who consumed a pound of chocolates at a sitting would be a curiosity to-day. Even little girls no longer beg to make fudge after they come from school. We have come into a figure-health conscious age.

Exercise and posture are the great figure-makers. If you are tall and thin, you don't have to be gawky. If you are short and plump, you don't have to be dumpy. Learn how to stand correctly, no matter what your height, and those ugly words, dumpy and gawky, will never apply to you.

Posture is not only a question of standing correctly, but sitting correctly. You should go to some good beauty salon for instruction if you don't know the first principles of posture. But if you want to practise on your own, try standing with your heels against a wall and make your back touch the wall from your shoulders to your hips. When you are at the movies, sit with your stomach in and your shoulders touching the back of the seat. Read with your book held high so that your head is never bent forward, a movement responsible for the "dowager hump." Walk tall, stand tall, pulling the rib-cage up from the hips. It will give you confidence, as well as good posture.

EXERCISE for fun if you can: play tennis, golf, bowl, ride, or swim. But if you are forced to lead a sedentary life, have the courage to do enough simple exercises every morning to keep your figure in the shape that you consider your best. If exercises bore you, do them to music that doesn't bore you and think of something else. Morning exercises are no duller than morning shaving is for a man—something he does almost subconsciously.

Your figure, if it has any problems at all, needs the encouragement of a good corset. The true rôle of a corset is to reproportion your figure. No corset can perform miracles in reducing! A good corset can take an inch from your waist-line and add it to your hips, or vice versa. It can add an inch to your waist-line and take it from your bust, but it *can not* melt the flesh away! It can mould those uneven bulges on the thighs into straight lines, and, above all, a corset gives a certain neatness and balance to your figure.

If you are one of those women with smallish hips and (Continued on page 109)

Opposite:
Almost as malleable as these dashing wire croquet-players is your own figure. You bend it to your own mental blueprint of what you'd like it to be. And you think of it in terms of the clothes you put over it. This slim suit is of cotton piqué, with a silk blouse. Braid hat. Saks-Fifth Avenue. Gibson boy loaned by Herbert Bayard Swope. Both wire figures were designed by Toni Hughes

One girl a little taller than average, one a little shorter. The first cuts her height with horizontals: low square neck-line, wide-flaring peplum. White eyelet piqué top; rayon crêpe slit skirt. $39.95. At Saks-Fifth Avenue. The second builds up height with long up-and-down lines: princesse dress with short, tight bolero. White piqué, lace-edged. $17.95. Lord and Taylor; I. Magnin

The Height

KARGER

# of Illusion

The small girl looks taller with slim, shoulder-to-hem panel, V neck. Tiny hat, $16.75. Beige-and-brown linen-and-rayon dress; $22.95. Saks-Fifth Avenue. The tall girl minimizes her height with a long-jacket suit—broad shoulders, pleated skirt. Green silk shantung; $35. Big green hat; $25. Lord and Taylor; Ransohoffs. Their dogs, too, can be in proportion—like these, at Dogs, Inc.

To lessen hips

Two dresses to go over the corsets opposite, help the slim-hip effect. A. A jutting bolero balances hips; unpressed pleats help slim them. Blue-and-white rayon. $29.95. Best. B. Irene Castle drapery, hanging in vertical panels, makes hips melt. Blue, white rayon. $39.95; at Best

To indent waists

Two dresses, collaborators with the corset opposite, to lessen waists. C. Full top, full skirt make waist small by contrast. Navy-blue waffle piqué; $29.95. Saks-Fifth Avenue. D. Black Celanese rayon top, minus belt, smooths waist. White rayon peplum; skirt. $25. At Jane Engel

To lessen hips

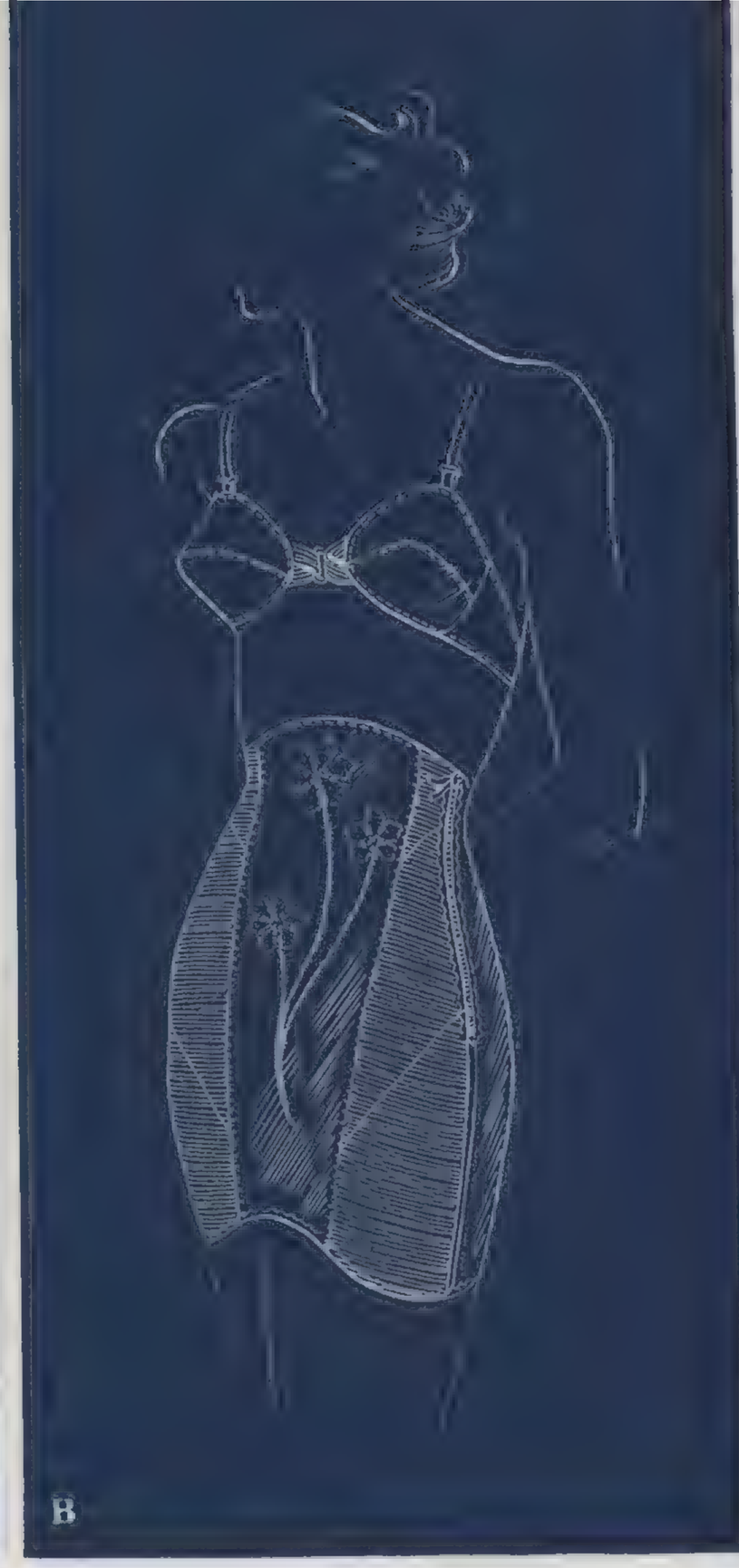
Two corsets that, like the dresses opposite, will diminish your hips. A. Stern side inserts of "Lastex" hold hips firmly within bounds. Flexees corset; Franklin Simon. B. Side-sections of net "Lastex," in a Formfit girdle, flatten out too-exuberant hips. Lord and Taylor

To indent waists

Two corsets, complements to the dresses opposite, that slim waists. C. Adjustable elastic webbing in back of this Gossard corset pulls in a waist. From Lord and Taylor. D. Bias panels of nylon "Lastex" redistribute your curves, create a slim waist. Warner corset; Altman

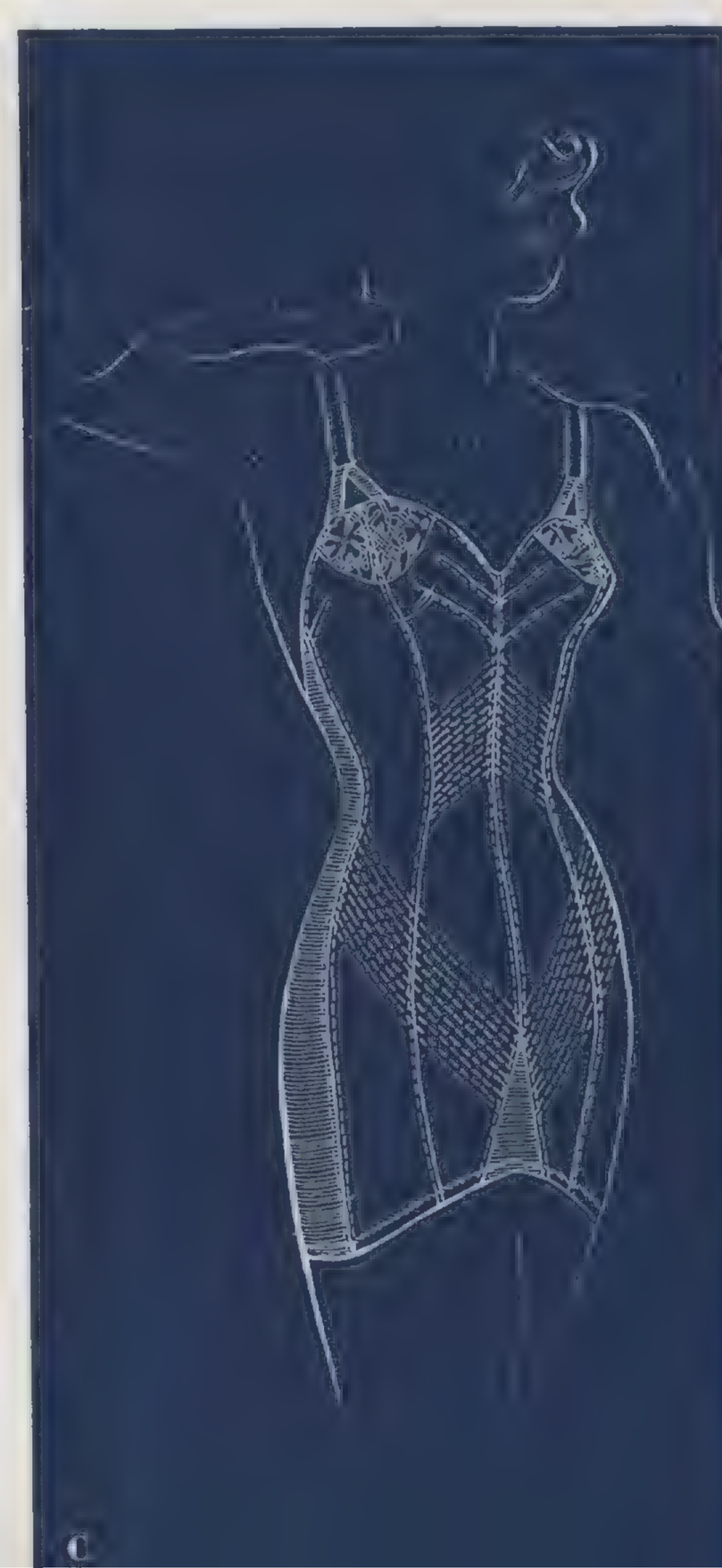
To flatten abdomens

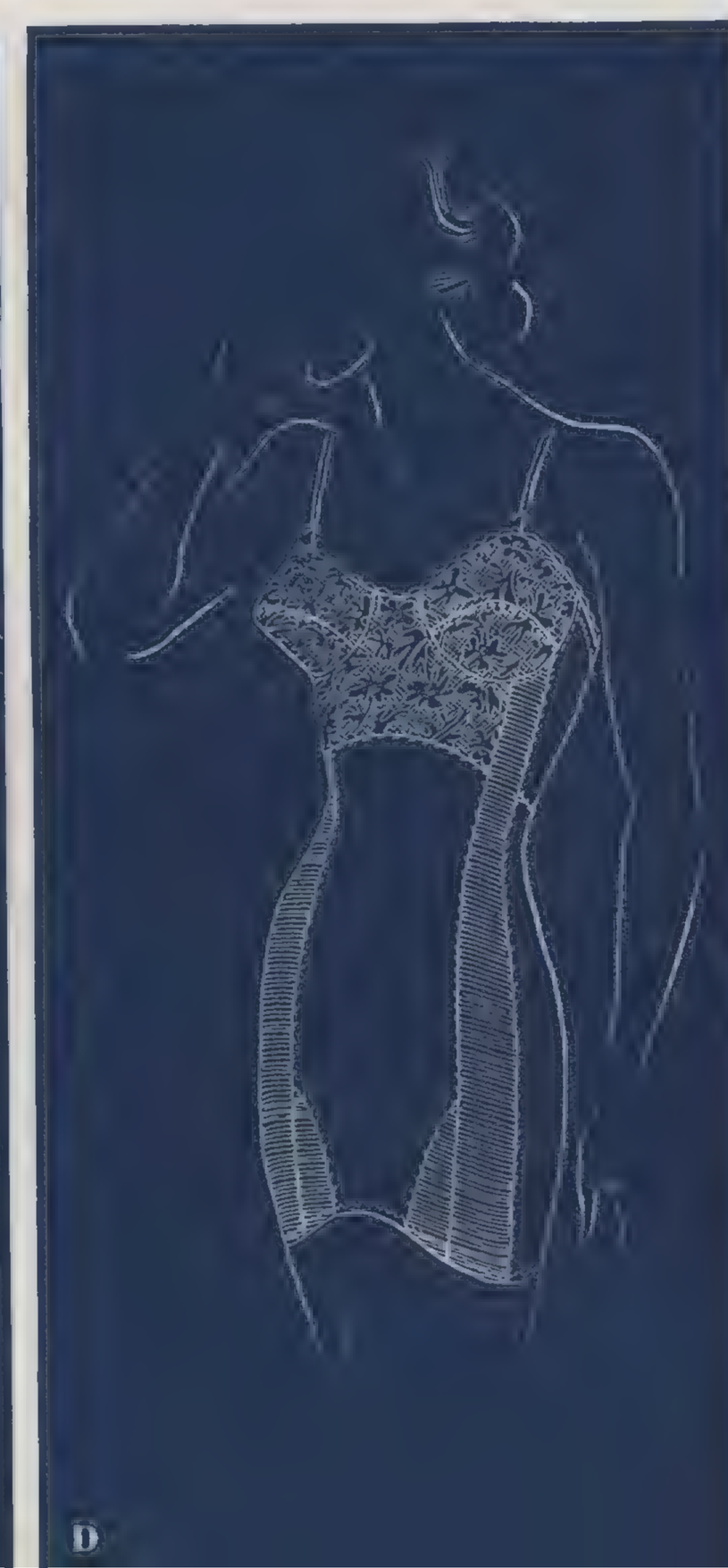
Two corsets dedicated to smooth abdomens. See dresses opposite. A. Double net panels on a Gossard girdle flatten the abdomen. Of satin "Lastex." Lord and Taylor. B. Firm net side-sections hold a Formfit girdle straight and smooth in front. Bonwit Teller



To sculpture busts

Two corsets to modify top-heaviness. Opposite—dresses that help. C. Clever stitching at the top of this Flexees corset reproportions a bust adroitly. Franklin Simon. D. The brassière top of a Warner corset has a "Lastex" yoke in back; holds sculptured lines. Best





To flatten abdomens

Two dresses that, like the corsets opposite, neatly flatten your façade. A. Front-fullness, stripes, diminish convexity. Beige-and-white rayon jersey. $29.95. At Lord and Taylor. B. Yoke interest, pleats placed low distract the eye. Blue Crown-Tested rayon crêpe. $29.95. From Milgrim

To sculpture busts

Two dresses meant to modify a full bust. Team with corsets opposite. C. All-over pleats, surplice top minimize any top-heaviness. Dress of black rayon crêpe. $29.95. Best D. Another flattering surplice, plus shining gilt belt. Green Celanese rayon jersey. $25. Bonwit Teller

Make the most of

Smart as an acrobatic fox—this wife balances easily husband and office

FOR many years I've been asked: "What makes the modern woman tick?" And the questioner usually adds: "If she's a wife as well as active in some work outside the home, how does she manage it?"

Too often, she only ticks because she swings, which isn't conducive to nervous poise. Usually, she is pulled in two directions. On one side is love, which she is tempted to make her whole existence. On the other is her unconquerable longing for self-expansion. So, like a pendulum, she swings between love and work.

It's one thing to be married and have a home. It's two things to be married and do any kind of work outside, either volunteer or paid. Pulsing between these extremities in order to keep the machinery going is likely to ruin both love and work. That is because, too often, the pendulum woman no sooner reaches her home than mentally she is drawn away from it, thinking about unfinished work, perhaps at the Red Cross office. The next day, at business, she tries to keep her emotions from carrying her, in fancy, back to the unfinished duties at home.

THE modern woman, to keep her balance in the nervous swing between her husband and her work, needs a special knowledge of how to cut down the strain. For the Hydra-headed and many-handed woman, who is wife, mother, and, if not a wage-earner, a volunteer worker, life to-day is a threat to her whole nervous system.

Let's list a dozen of the causes of nervousness found in one hundred business women:

1. Assuming too much responsibility
2. Not keeping a sense of humour
3. Letting things go until a crisis comes
4. Expecting ideals to be realized
5. Failing to conserve their energy
6. Troubling their minds by fear of consequences
7. Choosing the wrong moment to mention something
8. Being afraid to experiment and maybe fail
9. Failing to hold a central aim
10. Not daring to shake things up
11. Piling up a lot of secret resentments
12. Taking men too seriously

Maybe Freud wasn't right—there is more to this than just sex

Not long ago, one of those women who seem somehow able to make you feel salubrious when you talk with them, gave me her recipe for keeping her head in spite of those with the jitters all about her. She arrives home with a smile for her husband because all day long she has known how to insulate herself from nerves and noise.

"I remind myself," she told me, "that all those about me who are caught up in the tumult will pull me into their fidgets and fatigue if I let them do it. Unconsciously they suggest to me that it's my duty to take on ever greater responsibilities because society is upset. I tell myself it isn't. I can't do better than the best I can."

NO one, masculine or feminine, can work well, or keep love free of fear and strain, if all the woes of the world are allowed to press upon the spirit hour by hour. No matter how omniscient a woman is, she can not meet the pressure on her professional and her personal life with complete success. Consequences from the world's chaos are inevitable. If, in her frenzy to meet every threat, she pendulates still more madly between office and home, trying to protect both from all disturbance, she will only swing herself into a dizzy-headed breakdown.

That too many women try to take this strain is proved by the statistics on suicide. It's true that more men take their lives than women do, but also true that more women than men attempt suicide. Fatigued, confused, and sometimes hysterical, trying to meet every duty that comes their way, their nerves suddenly crack, and they seek a swift way out. They fail because the attempt isn't the result of a deep desire to die, but only a symptom of too much nervous tension.

It is true also that twenty times as many women engaged either in the home or in business take their lives than do women who carry no particular responsibilities. The dance-hall girls don't often die by their own hands, and fewer still enter sanitariums and insane asylums. The great increase of the mentally unbalanced and nervously exhausted women is among the responsible home-makers, the teachers, executives, and professional women.

your Husband

Some techniques for women who must balance work and husband, by the distinguished psychologist

David Seabury

There are psychological techniques that help one to maintain this detached attitude, and they are applicable to home and office alike. "I always try to keep a citadel, an impregnable place inside of me," a successful woman executive explained a while ago, "and when things press too hard, I retreat emotionally into this hidden fortress so that the barrage of duties won't overcome me."

It's an essential habit. More nervous upsets come from mental hurry than from any other cause. "Learn to listen to your mind," we say. Don't let yourself be driven into effort. And don't take it on as if only by becoming nervously excited you could do it all. Stop, relax a second, and then turn your attention away from the task before you so that you can receive the guidance of your memory, get the help your imagination is trying to give you, and receive the counsel of your reason.

YEARS ago, in speaking to three thousand Normal School students, William James told them they would become better teachers if they learned how to relax. He even counseled a kind of nonchalant detachment for those who had especially hard tasks, telling them that if they had consecutive days of examinations ahead of them to throw their books away and tell themselves they didn't care an iota whether they succeeded or not. An ounce of good nervous tone is worth many pounds of preparation, he insisted, adding that unless they got rid of the tension, what we call "mental closure" might develop. Many a duty-bound wife has come home from business, I fear, in this condition of mental closure, and wondered why married life seemed so dull.

It is possible, of course, to keep the attitude of detachment, even if things don't go well when the evening hours come. We all of us become involved in trouble quite as much as in duties. I have a little method I have used successfully for years. When difficulties arise, I tell myself: "That happened a year ago." The effect of this reminder is marvellous. There are lots of troubles you had a year ago that don't bother you now, and some of them may still be in your life. You have learned to accept them.

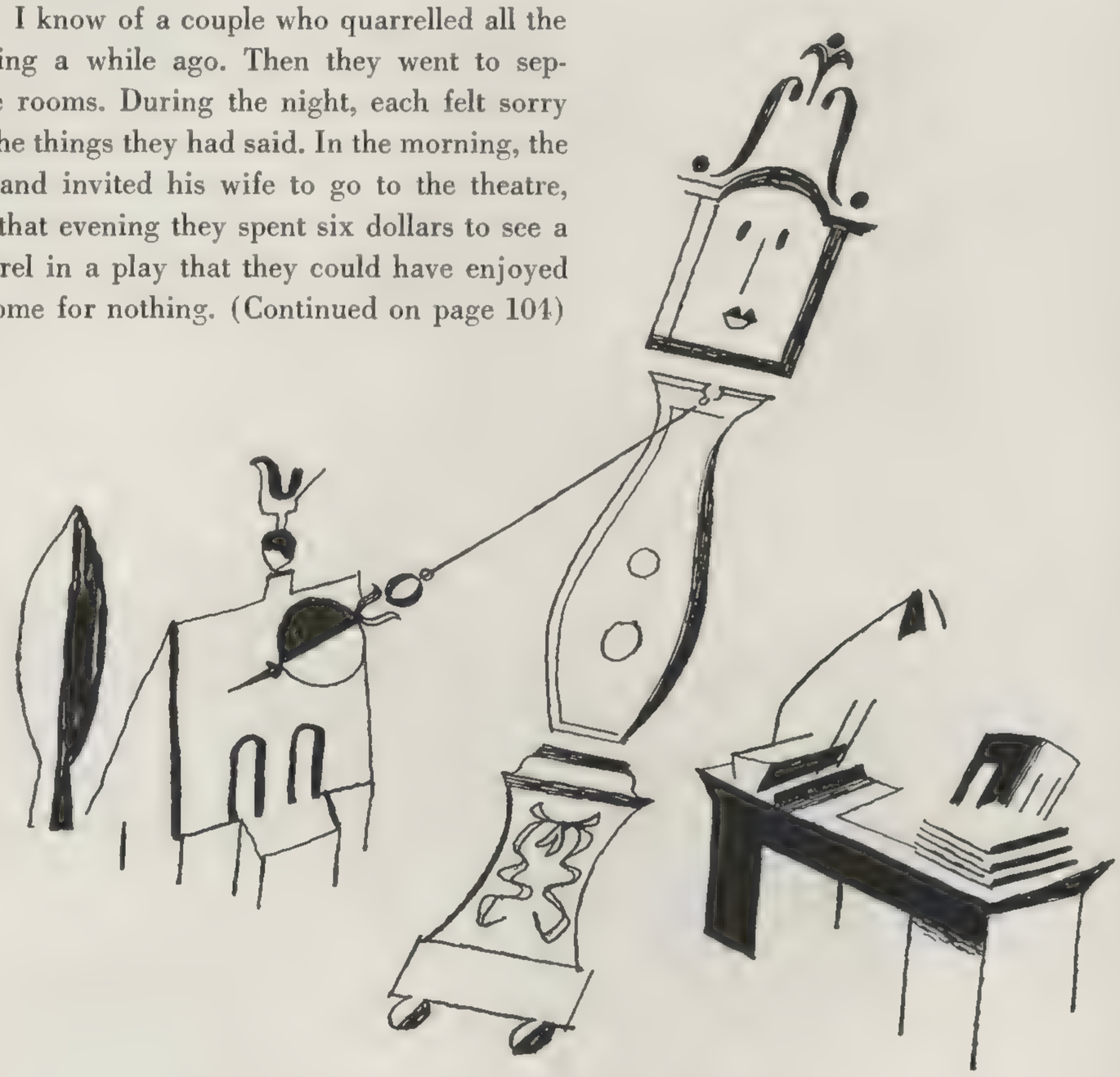
Half of life's tension comes from resistance, while all successful living begins with acceptance of what has actually taken place. If Mrs. Brown spills her coffee on your evening dress, it is certainly spilled. Resisting the fact that it has happened won't get the spot off.

The same principle holds for all the difficulties in your life. "Be willing to have things as they are," we say, "accept them as a start at least." You won't change them by fretting about them. You may change them if you first accept them emotionally.

WE all keep this perspective toward the upsets that come in the novels we read. You wouldn't spend hours on a book that only told of what perfect bliss and quiet John and Mary had day after day and year after year. You want them to have tremendous problems and then overcome them; otherwise, you don't find the book interesting.

I know of a couple who quarrelled all the evening a while ago. Then they went to separate rooms. During the night, each felt sorry for the things they had said. In the morning, the husband invited his wife to go to the theatre, and that evening they spent six dollars to see a quarrel in a play that they could have enjoyed at home for nothing. (Continued on page 104)

He's deaf to it all— it makes you mad, but it saves his nerves



The pendulum woman swinging uneasily from home and husband to office and boss

Make the most of

Your Make-Up

Meg Mundy, Vogue model, shows make-up tricks for your own young face

SHE PATS ON MAX FACTOR'S PAN-CAKE MAKE-UP

SHE USES A TOUCH OF CREAM ROUGE

SHE PENCILS A LINE ON HER EYELID

WHEN Meg Mundy walked into Vogue's offices, last June, no one dreamed that in less than a single year she'd be one of our most-photographed young models. To her credit were the fine photogenic bones of her face, her slim model's figure. To her debit—a general colourlessness that made people overlook her.

The tricks of make-up she learned in the months she's been modeling have made an almost startling difference—not only to the camera, but in her private-life appearance. They're beauty-emphasizing tricks that you yourself can use to make the most of your looks—by day or evening. In these pictures, Miss Mundy shows you how to do them. Opposite, you see the finished result.

On a clean face, put a warm-toned foundation. The one Miss Mundy and most of the models use is Max Factor's Pan-Cake Make-Up. Smooth it on with a damp sponge; a light film for day, a heavier film for evening—a surface-of-a-pearl complexion to which you add, with your finger-tips, a faint glow of cream rouge.

Miss Mundy makes her eyes appear larger by penciling a line from centre to outer edge of the eyelids, close to the lashes. This you might try for evening. Stroke on mascara, to make your lashes look thicker and darker. Outline your lips as Miss Mundy does—with a brush, to make a clear, definitive line.

• Max Factor's Pan-Cake Make-Up; Lord and Taylor

LUIS LEMUS

SHE DARKENS HER LASHES WITH MASCARA

SHE SHAPES HER LIPS WITH A BRUSH

TABLE AND SOFA: W. AND J. SLOANE

RAWLINGS

Under Twenty...

You see our young model, Meg Mundy, putting on make-up opposite. Here's the finished product—the way she looks to the camera's eye. Her costume—the beloved shirt-waist, dinner version, made of violet and white rayon crêpe. $19.95. Lord and Taylor; Mabley and Carew, Cincinnati, Ohio; Meier and Frank, Portland, Oregon

Make the most of your Mind

Some tactics to help tighten up the slacking muscles of your mind

By Allene Talmey

HERE'S a fresh test for your mind. If you sat at dinner next to Wendell Willkie, Deems Taylor, Picasso, Somerset Maugham, Winston Churchill, or Alfred Gwynne Vanderbilt, what would you say? If you can think of two good conversation-openers for each, you needn't read this article.

But most of us would find that our minds need brushing up, that we have to tighten the muscles of our minds. And some of these pointers—not an outline of fundamentals—may help you get your thinking off the squirrel track. They may make you forget the usual opening gambit of clothes, food, children, and servants. Here are some ways to have more fun with your mind, to sharpen your perceptions in these historically vital days. (And you don't have to take courses or go to lectures; you have to read—there's always the public library.) These are five correlated ways:

1. Read a variety of articles on current matters
2. Concentrate on a segment of a subject
3. Don't leave your conclusions up to the critics
4. Get your facts straight and remember them
5. If you do all these, don't act as though you own music, art, or The War

To make the most of your mind, you have to do something about it. First of all, you have to read and get level with this current world. Really read the newspapers as thoroughly as most men do. And this means reading all the way through, even the business sections where you'll often find the fundamental explanations for front-page news. Read the opposition papers—not just the ones that agree politically with you. There's nothing more boring and completely annoying than a woman, lacking any sense of objectivity, who knows only one side of a subject. Read a variety of magazines, and not always ones that are in the same groove. You can get the full wheel of ideas if in addition to Vogue and *Life* and *The New Yorker* and such magazines, you will read the liberal weeklies, the literary monthlies, and some of those magazines that are like trade papers for World events—such magazines as *Current History* and *Foreign Affairs.*

FROM this mass you can emerge with a journalistic understanding of the current climate of ideas. You will know something of the evolving forces and the fading forces, the sprouts of new ideas, the swing of all kinds of minds. You will know about Clarence Streit and *Union Now with Britain.* You will know about the Chamber Music Society of Lower Basin Street. You will know about Quentin Reynolds and his war copy. And you will know about Toto, Gargantua's bride.

Once you have a working inventory of current words and current notions to tone up the top of your mind, you might get down into the deeper muscles. And here is the harder work, and the most fun. (Men these days expect even the pretty women to know what it's all about.) But here you have to choose your subject, not just dive into all of them. If you choose a serious subject, know it seriously—if your subject is snuff-boxes through the ages, know it thoroughly, with all kinds of interesting gossip, little facts, and anecdotes.

If you want to know about the war, obviously the most absorbing topic of all, you will have to do more than read war letters, listen to radio commentators and their conflicting analyses, or skim the eye-witness reports by fifty foreign correspondents. To go deeper, you have to go further back than September 1, 1939. And here are some books on the Background-of-the-war. There is V. M. Dean's book, *Europe in Retreat,* a readable outline of the historical factors which led to Munich; Walter Millis' *Why Europe Fights,* a review of the last twenty-one years; and Ambassador Dodd's diary, with its memos on how he watched, in Germany, Europe go to war.

If you want to have both fun and some mental polishing, there's nothing like a bout with some American history, especially since most of us have done nothing about it since we finished school. It is astonishing how flavoursome conversation can become if you have some facts and some authority—and almost any fact that goes back three years is news to most people. (You might, for example, reread the Constitution and The Federalist Papers, just as though they had been recommended in an advertisement showing Alexander Woollcott with his pipe.) Here are several authentic, easy-to-read books: *The Rise of American Civilization,* by C. A. and M. R. Beard, and *Political and Social Growth of the American People,* by A. M. Schlesinger—the latter takes up affairs from 1865 through the last election. And it is filled with those chunky bits of information that make Winchell write columns called "Things I Never Knew."

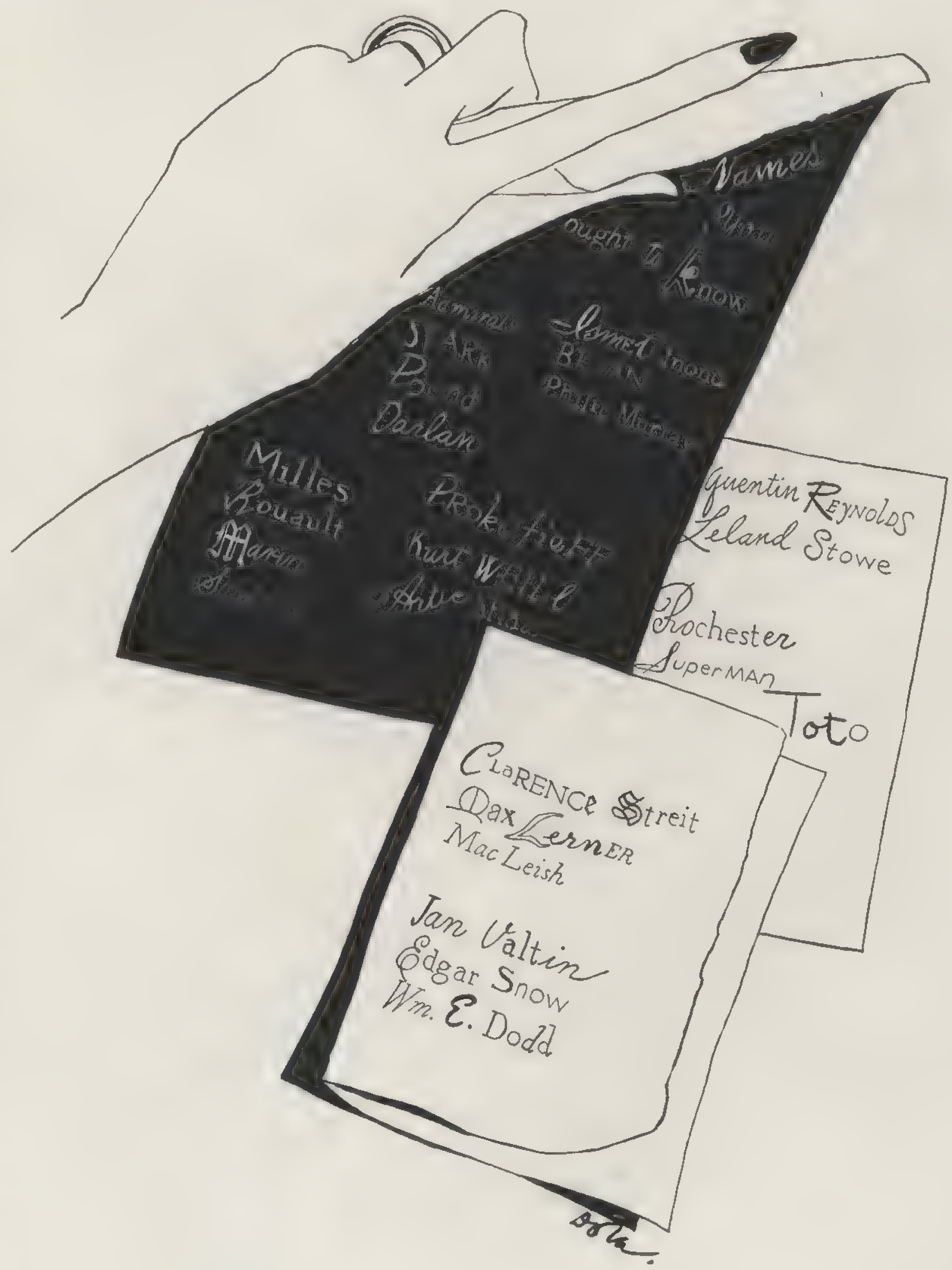
It won't hurt either, if you are going to discuss World Affairs at all, to read the sixty-cent pamphlet by Lyman Bryson, "Which Way America." Here you will find a simple analysis and comparison of Communism, Fascism, and Democracy. With this you will have some ammunition when you get caught in those hopeless arguments in which every one tries to prove emotionally what he does not know intellectually. And these days you can hear a lot of good conversation if no one has to stop and argue definitions all evening with you. You can listen better if you know the basic vocabulary of various subjects, even if it's only enough to ask the right questions. If you are talking to some one who is an authority, a working vocabulary may be enough to release all kinds of interesting information; let on at once that you don't know much. (Women have a hard time saying, "I don't know.")

In the field of the arts, the problem is just the same. Absorb the current climate. And don't think that painting and music and literature have to be your boundaries. One of the prettiest and brightest girls we know is an amateur authority on movies. Because she lives in a small town, far away from museums and galleries and full concert schedules, she began reading up on the movies until now she can say more than "Gary Cooper is dreamy." And she doesn't listen to any one giving the plot foot by foot of "Meet John Doe." Here are two fascinating books, *America at the Movies,* by M. F. Thorp, and *Footnotes to the Film,* by Charles Davy. The former is the inside story of the movie industry, and the latter an examination into the thought and preparation that go into movie-making. Besides these, there are histories on the early days of the movies, with all kinds of tidbits about "The Great Train Robbery" and Annabella, the Snake Charmer. (For any one in New York, there is, of course, the erudite Film Library at The Museum of Modern Art.)

And radio can be far more exciting once you stop just listening and begin to find out background material—the reasons why listeners go for soap operas, and why more people would rather use their ears than their eyes. To tell you this, there is P. F. Lazarsfeld's *Radio and the Printed Page;* to tell you the science that works behind the scenes, there is A. A. Schechter's *I Live on Air.* If you know anything at all about radio, beyond Rochester's "Okay Boss," you will find all kinds of ways in which radio is moulding public opinion, moulding, above all, your opinions.

If you like painting and sculpture, you will have to skim the field in the magazines and newspapers, but you will have far more fun in the galleries, if you have done the background work. Just going to the galleries isn't enough. You won't like what you don't know about. What is more, you'll find yourself a cultural vulture who has been everywhere and understood nothing. Marin and Dove and Rouault and Soutine and all the rest will be worse than Greek.

To brush up, read Irwin Edman's *Arts and the Man;* Van Loon's *The Arts;* Thomas Craven's *Men of Art;* and, perhaps, Elie Faure's *History of Art.* When you do, have in front of you *The Treasury of Art Masterpieces,* or any book of reproductions. Look at a Giotto and read about Giotto. Read about Bosch and look at Bosch (and when you see (Continued on page 103)



Hollywood is talking about...

THE 100,000 defense workers who have poured into San Diego and are living in trailers, in cardboard-box houses, in covered porches, until houses can be built for them... The one-man writing, directing, and producing *tours de force* of Preston Sturges...Ivory, the new craze. The fantastic, jewel-studded ivory monkeys and snuff-boxes made by Laykin, the jeweller...Mrs. Darryl F. Zanuck's ivory elephant with emerald, sapphire, and ruby trappings; Mrs. Robert Z. Leonard's jewelled ivory goose; and Mrs. Mervyn LeRoy's black-and-red ivory horses' heads...

The local news commentators, José Rodriguez and Sidney Sutherland, with their breezy American vernacular, their cries of "Let's get in and pitch!", their frequent references to "Muscles" (Mussolini), "Dutch Schultz" or "Schicklgruber" (Hitler), and "Big Joe, the Black Crow" (Stalin)...

Hollywood Is Talking About...Double Gin Rummy...The amateur astrologer, Richard Gully, a cousin of Anthony Eden's, who says that May will be the most critical month of the war. The professional astrologers, Blanca Holmes, Myra Kingsley, Thornton, and Lolo, who do a twenty-four-hour business...The billboards plastered with posters: "Call It an Investment in Democracy. Give to Greek Relief..."

Perino's new Sky Room on top of Saks' Beverly Hills shop, where you eat Northern Pacific crabmeat, and Indian chukar, an East Indian game bird now being bred in California. It has a dry white meat that is like partridge, but gamier...Paddle tennis...The understated sentimental speeches by Quentin Reynolds, who is flying back to England on a California-built bomber...The skiing at Sun Valley, where Mrs. Darryl F. Zanuck, Claudette Colbert, and Norma Shearer and her eleven-year-old son, Irving Thalberg, junior, have won their silver skis and are competing frantically for gold ones...

Hollywood Is Talking About...The rummage shop run, for Britain, by Constance Bennett and Mrs. Douglas Fairbanks, senior, where extra girls and movie fans can buy the stars', second-hand clothes...The Rhum Boogie, the new jitterbug night-spot in Hollywood, with an incredible Negro drummer, Ceepee Johnson...The $412,000 raised in Southern California for British War Relief...The new movie cycle, started by "Arise, My Love," for stories with a background of contemporary events...The onrush of comedies about training-camp and Army Post life...Tom Treanor's column in the *Los Angeles Times*...

The colossal benefit for the Greeks, at Grauman's Chinese Theatre, with over a hundred movie-stars, with red carpets, floodlights, microphones, and candid cameras in the manner of the old Gala Premières. Tickets inside were ten dollars; bleacher seats, on the sidewalk, a dollar. The high moment of the evening was Ronald Colman's reading of Gene Fowler's spine-tingling "The Jervis Bay Goes Down."...

Hollywood Visitors Are Amazed at: The number of plug-in telephones in restaurants and shops everywhere...The gardenia-trees, solid with flowers, that Mrs. Jack Warner sends her friends...The number of Eastern department-store buyers who come out to get California-made sports clothes from the Los Angeles wholesale collections...Poodles, and the latest patterns in smart poodle clipping...

Ludwig Charrell's exhibition of primitives by Bombois, Hugo, and Samuel Koch, a Brooklyn hat-maker. Fanny Brice has a series of Alphonse Benquets, among them "Street Singers Waiting for a Bus"...Every one reading Jan Valtin's *Out of the Night*, on which the movies have been bidding. (He spent three years in prison at San Quentin, where he took courses made available by the University of California.)...

Driving home from Palm Springs in the sunset, and seeing mile after mile of Army trucks, scout cars, and khaki-uniformed troops from the camp at Riverside...Every one singing "Until the Lights of London Shine Again."...

The white wire bird-cages made by Yvonne, the florist, filled with bright red carnations, in which nest two or three tiny imitation love-birds...The avidity with which people cluster around the radio to hear Raymond Gram Swing, who comes on at seven, California time... The Technicolor panorama of wildflowers, the waves of lupin and wild lilac, and the sprouting ice flowers in the high snows.

Opposite

Young for his size (he's exactly forty) and big for his age (320 pounds), Salvatore Baccaloni enjoyed last winter the fine satisfaction of making the music critics eat their silence. Two weeks after snubbing his début, Virgil Thomson, the New York Herald-Tribune critic, heard Baccaloni in "Don Pasquale" for which he wears the costume here. Wrote Mr. Thomson: He is not only a comic actor of the rank of W. C. Fields and Raimu; he is also a singer of perfect schooling and impeccable musicianship.

The Metropolitan's brilliant basso buffo served in the balloon force during World War I., when he weighed out at a neat 98; later acquired the extra poundage deliberately, in order to do such asleep-in-the-deep basso rôles as this roistering jiltee in the revived "Don Pasquale," the surprise success of the season

STEICHEN • CONDÉ NAST ENGRAVING

Salvatore Baccaloni . . . the great new basso buffo of the Metropolitan Opera

RAWLINGS

Mrs. John Jacob Astor and her sister, Miss Virginia French

THE MRS. ASTOR I REMEMBER

Who ruled the innocent 'Eighties, and the enchanted, but less innocent 'Nineties, as well

By Frank Crowninshield

I HAD been walking idly along the eastern border of Central Park, noting the blue sky, the purple crocuses—free of the winter's mould—and the forsythias, in their habits of green and yellow. But an even brighter show of colour awaited me when, at Sixty-Fifth Street and Fifth Avenue, I entered the Temple Emanu-El and stood in wonder, as I had once or twice stood before, under the Synagogue's great window of blue and rose. Like a gigantic flower, the rosette of glass illumined the darkness of the deserted Tabernacle.

When I at last emerged from the Temple, and resumed my stroll on Fifth Avenue, there seemed vaguely to appear before me an imposing figure whom I had thought dead these thirty years—the face and form of Mrs. William Astor. I was at first dismayed by so unexpected an apparition, but, after a little reflection, remembered that that ancient lady's French château had, for so many years, stood on the precise spot where the Temple Emanu-El now stands.

The figure before me looked, I thought, like Marie de Medici. She was tall, a little on the heavy side, dark, with a slight, but not disfiguring, cast in her eye. She wore a Worth dress of black velvet decorated by a bow-knot of diamonds—obviously French—and a wide collar of white lace. Then, before I could recover from my surprise, the spirit had resolved itself into thin air.

WANDERING again, along the edge of the Park, and remembering, as best I might, the orbit of her influence and the episodes of her life, I found that her physical habitat,—her house at Sixty-Fifth Street, was easy enough for me to reconstruct.

I recalled, first of all, her small, downstairs, Louis XV., salon. Here she received, and on Sundays, poured tea (or allowed her butler to pour livelier libations) for the varied retinue of men of all ages, who came, so inevitably, to pay her their devoirs.

Her salon opened into the large ballroom,—also Louis Quinze. The chamber was a little cold in its effect; what with its reliance on stone, its marble figure of Venus, its ancient Dutch and Italian paintings on the walls, and its full-length portrait of the *châtelaine* herself, from the brush of Carolus Duran.

Toward the back there was the dining-room, of which Richard Hunt, Mrs. Astor's architect, was intensely proud. There was also, at the front, the entrance-hall with its great silver salver flowing over with visiting-cards, some of them p.p.c.'s, some turned over at the corners, many with messages of gratitude for operas heard, of banquets eaten.

IT WAS in her dining-room—though her French chef was not thought a magician of the first order—that a never-ending succession of terrapins and crabs and nectarines and turkeys and strawberries and aspics and asparagus and soufflées were promptly, regularly, and heatedly, meted out. For Mrs. Astor, like any true gourmet, liked a hot dinner and liked it promptly served. "Any one," she said, as if she had been Brillat-Savarin, "who waits more than ten minutes for a late-comer at dinner, commits an outrage on all her other guests."

Whatever knowledge she had mastered of good cuisine was mainly derived from Ward McAllister, who, for one thing, knew more about terrapin than any *cordon bleu* that ever lived. He knew that they should never be over seven inches long from the two tips of their shells; knew how to prepare their eggs, and knew, too, that only the females should be cooked at all, the males being altogether too tough and large for a great lady's table. I remember, also, another of his pet theories: that the best turkeys in the world were always from Rhode Island, but only if their feathers were black and their diet limited strictly to grasshoppers.

Perhaps it was because Mrs. Astor was so insistent on the French note in her *décors*, her dresses, her jewels, and her cuisine, that a comparison of her with Madame de Maintenon may not be too far-fetched. On their accession to power, the world expected (as they were young, admired, ambitious, and rich) that they would impart to the life of their time a spirit which, if not (Continued on page 107)

Opposite:

Two famous American names—two attractive American faces: the auburn hair and milky skin of Mrs. John Jacob Astor, the calm dark beauty of her sister, Miss Virginia French. The daughters of Mrs. James Lenox Banks, junior, and Mr. Francis O. French are shown in the living-room of Mrs. Astor's town apartment.

Mrs. Astor and her husband, the grandson of Mrs. William Astor, have houses in Newport and in Rhinebeck, New York. (Many of New York's great families are returning to this stronghold of the Astors, on the Hudson River.) Mr. and Mrs. Astor have a small son.

Covering Bet— Tattersall Checks

NEWS: *Country Style*

KARGER

Blazer coat. That blazer you've loved keeps growing—becomes a full-length coat. Blue tweed; white binding. $29.95. White Braemar sweater; $12.95. Peck and Peck

Tattersall checks—you love them again—for a red-and-white flannel weskit. $12.95. Grey flannel suit; $28. Lord and Taylor

A casual Homburg, a casual cloche. Beige felt Homburg, by Dobbs. $8.50. Stylepark felt cloche, $5. Each jacket under $13. Lord and Taylor

Moccasin shoe—your casual moccasin dressed up for town or country. Rough calfskin; $10.75. Saks-Fifth Avenue

Opposite

Mark well the triumphal return of Tattersall checks—significant this spring, a portent for next autumn on campus. Blue-and-white Tattersall checks for a balmacaan coat, photographed at the Boots and Saddles Riding School. $29.95. Yellow flannel vest; $6.95. White turtle-neck sweater; $5. Beanie of blue felt; $4. Peck and Peck; Ransohoffs

London Designs, America Imports

CECIL BEATON, LONDON

Through it all, London designers go right on making their spring Collections—Molyneux's is larger than any he has made since the war. A few of his models are shown here—all with little or no shoulder-pads!

• First: Air-force blue crêpe with white dots makes this jacket and dress—its silhouette very slim.

• Second: Raglan-sleeved jacket and dress of blue wool.

• Third: Canary-yellow wool top-coat, with soft shoulders, over a star-printed silk crêpe dress.

• Opposite: Though London has no night-life of its own, Molyneux made for America this enchanting pink and black silk satin dress. Imported by Henri Bendel

Molyneux's pink and black satin

BRITISH WOMEN

Lady Warrender plays a double rôle as officer in the Women's Transport Service and President of Polish Armed Forces Comforts Fund. Her husband, Sir Victor Warrender, is Financial Secretary to the Admiralty

The Countess of Carlisle is Chief Commandant of the Auxiliary Territorial Service (the women's branch of the Army). Her husband is in the Navy; her house, Naworth Castle, loaned to a boys' school

Miss Dorothy Hyson, candid blond daughter of the American actress, Dorothy Dickson, does arduous work as a V.A.D. nurse. Her husband, Robert Douglas, is in the Fleet Air Arm

Mrs. Maurice Bridgeman works for the Women's Voluntary Services of England, the group on which our Women's Voluntary Services was modeled. Her husband is in the Ministry of Economic Warfare

IN UNIFORM

In a new life of service, with a high sense of obligation, these women with famous English names serve unendingly on Army and Navy staffs—drive ambulances through the heavily rubbled streets

PHOTOGRAPHED IN LONDON BY CECIL BEATON

Lady Alexandra Metcalfe, energetic daughter of the great conservative statesman, the late Marquess Curzon of Kedleston, serves in the St. John Ambulance

Lady Louis Mountbatten, whose husband is the King's cousin, is County President of St. John Ambulance, London and Hampshire. She served probation scrubbing hospital floors

Lady Kinross, looking charming in her blue uniform, works at an R.A.F. station. Her well-known husband, formerly a newspaper correspondent to Abyssinia, is in the Air Ministry

Lady Cholmondeley, Chief Officer of the Women's Royal Naval Service, was a volunteer in the last war. In private life, she loves music, theatre, and her collection of art treasures; Arturo Toscanini is her close friend. Here she stands in front of her London house

Dressing for South America

A clothes guide for travellers, those ambassadors without portfolio

YOU have your ticket for Mexico, Guatemala, or South America? By train, boat, or air? No matter your destination, think carefully of your clothes.

Friends frequently ask me about South America. How are the cities? Are they modern? What are the people like? How do they dress? Always this last question. Apparently, many people do not realize that the South American cultural background is largely European. South Americans, as well as North Americans, have been influenced by the fashions originated in the capitals of Europe. South Americans attach great importance to dress and are severely critical of unconventional dress especially among foreigners in their midst.

With North American eyes turned toward our Southern neighbours, and Latin-American eyes focused on us, travellers become ambassadors of good-will—and a knowledge of, and respect for, the dress conventions of the country can be a factor.

On the boat, you can afford to be fairly informal. But when you step ashore for an extended trip, all eyes will follow you, not alone the eyes of the natives, but those of the hundreds of foreigners who reside in South America's big cities.

PLANNING for the shorter trips—to Mexico or Guatemala—is easy, because there is but one season to consider and that a warm one. Touring South America, however, presents a decidedly different dress problem. If you travel during our summer season, remember that it will be dead winter when you reach Chile and Argentina. Their seasons are the reverse of ours. When we are freezing in the United States, people are suffering from the heat in Rio de Janeiro and Buenos Aires.

It is not uncommon to see North Americans sitting in the lobbies of South American hotels hugging radiators and sighing for their fur coats. I still shiver when I think of the young American bride who travelled on the same boat to Valparaiso and on the same plane from Santiago to Buenos Aires. She shivered, too, in her yellow-and-green printed dress, broad-brimmed green straw hat, and light-weight coat to match. That was the warmest outfit she brought along. Her outfit would have been suitable for her warm New England at this season, but decidedly out-of-place in the South American countries where, in July and August snowstorms throw planes and trans-Andean trains off schedule.

Even more incongruous was the outfit of her young husband—white straw hat, light grey trousers, and white shoes. People turned around, to look and smile and wonder. Their stop-over in Chile and Argentina was only of a few days' duration, but their lack of proper clothes was regrettable. In Buenos Aires, in particular, formal, urban day clothes are expected.

SPORTS jackets, sweaters, slacks, sports shoes, and bareheads do not belong on Florida Street, the fashionable thoroughfare in Buenos Aires. They make a rather embarrassing contrast with the South Americans; the women dressed in luxurious furs and the men impeccably tailored. For the pleasure of pedestrians, traffic on this street is suspended between eleven o'clock in the morning and nine o'clock at night except Sundays and rainy days. People walk leisurely along this street to admire and be admired.

You may decide to visit Cuzco, land of the Incas, take the night trip across Lake Titicaca, the highest navigable body of water in the world, and go on to La Paz, the highest capital in the world. At 12,000 feet in the cold Andes, you need warm clothing. You may venture into the unsurpassed Chilean Lake region in July or August. Winter will follow you there, too. In all probability, you will return via the east coast—by boat or plane. Or take a river steamer to Iguassu Falls and continue to Rio by boat or train. Whichever way you choose, you need two wardrobes: one for the hot tropics and one for the cool winter.

In Mexico, inappropriate clothes also cause criticism. Sanborn's, that unique restaurant in the historic House of Tiles, is no place for men in sports shirts, slacks, and sneakers, nor for women in sweaters, slacks, and bandannas. Yet in they walk, frequently, unconscious of the shocked glances of well-dressed Mexican citizens. In Mexico City, one must dress as one would for any metropolitan city in the United States. (Continued on page 105)

LUIS LEMUS

Onward with nylon

Upward and onward goes nylon. The same yarn that makes stockings now makes dress fabrics. Amazingly sheer, crisp fabrics that won't sag, shrink, crush. Above—a dress of the new wonder—pink and black Duplan nylon. Bonwit Teller; I. Magnin; Carson Pirie Scott

Nine playing tricks . . .
colour takes the honours

The Next Step in Colour

Bright new play-shoes.
New ways to wear them.
And other gay ideas for summer feet

THIS is the year for colour; you know that. But you may have thought of colour as stopping at your knees. Certainly that is the way it has long been with women of fashion. This year is different, though. Coloured shoes have always had a gay, exciting look...but *this* year there are more wonderful ones...and *this* year, they can be tremendously smart.

The lid, of course, is not completely off. Even in a bright-shoe season, the *wrong* bright shoe, or the right one worn with the *wrong* costume, remains, unfortunately, wrong.

With your spectator sports clothes, you could have, instead of the usual brown-and-white shoe, an alligator one—in red, or rust, or yellow. You might wear beige shoes with an all-white costume; the natural straw shoe opposite, on its scrolled platform, couldn't be newer or smarter with a white gabardine suit.

Or sometimes, if you really love white best, try white shoes touched with a colour that you echo in one other accessory. A bit of red or green on your shoes, and you in white, with a red or green bag.

Or be thoroughly daring, stop-press-new: wear, for a country lunch, a white dress, and brilliant turquoise, or strawberry, or violet, or green sandals—and, very new for summer, let your stockings (from McCallum) exactly match them!

For your active sports, dip deep in colour. Of course, for *traditional* sports like golf or tennis, stick to white shoes, or tan-and-white, or blue-and-white. But for play—for the beach, badminton, sailing—you can be relatively uninhibited. Have a shoe like that one opposite, the colour of a sun-kissed orange. Wear it with a yellow play-suit, or with white sharkskin slacks. Have a pair of soft, crushed kidskin shoes—in yellow for your white play-things, or in green for your pink, or in a bright red shade for practically all of them.

Or buy white canvas play-shoes and have them dyed. Dark brown, to wear with white. Emerald-green, for cobalt-blue. Strawberry, for blue-grey. Coral, for yellow. Purple, for pale blue.

And you probably won't be able to resist having at least *one* pair of espadrilles. They come in almost every colour, and in solid black. (Black play-shoes, by the way, look wonderful with a black satin bathing-suit.)

To lounge in at home, have a pair of two-coloured Chinese slippers—purple with gold, Chinese-red with olive-green, or purple with pale blue. Or buy a pair of satin ballet slippers, and have them dyed gold or cyclamen. Wear them with a white house-coat or pyjamas.

For evening, have satin shoes dyed in brilliant colours. This season you could wear scarlet or emerald-green shoes with practically any evening dress you can think of. And if you're a really extreme individualist, have two identical pairs, one in scarlet and one in emerald-green, and wear—with a stark-simple black or white dinner-dress—one scarlet and one green shoe.

Nine playing tricks . . .

Opposite page: from left to right—
- Green canvas Kedette; Bloomingdale
- Natural straw sandal; Saks-Fifth Avenue, Custom Department
- Brown reversed calf shoe; I. Miller
- Orange-red duck moccasin; a new "Dee-Gee," at Stern Brothers
- Yellow hemp hand-crocheted slipper; lined in beige. Lord and Taylor
- Stocking-coloured sandal, wedge heel; a Cobbler shoe; Franklin Simon
- White sailcloth with red leather fringe; a Hi-Lark, at Saks-34th St.
- Linen step-in shoe, rodeo-striped; a Joyce design, at Lord and Taylor
- Black-and-red calf wedge shoe; a "Swiss-Aire," at Altman

Wear colourful shoes like these with all your beach clothes. And do have your nails properly colourful, too—all twenty of them—with one of the new La Cross Deep Sea polishes: in Lobster, Red Amber, Sea Wheat

Smack in the Public Eye

RAWLINGS

JEAN GABIN, the great French actor, new to Hollywood

JEAN GABIN, who is famed for his brooding, snared Pépé Le Moko, has finally escaped from Occupied France into the loving arms of Twentieth Century-Fox. (The Nazis wanted him to make conciliatory films, showing the Germans and French in happy union.) Even more daring and far more dramatic than his escape in "Grande Illusion," the great French movie about World War I., was his own flight after the armistice, when, fresh from service on a small tanker mine sweeper, he fled to Cannes, Lisbon, and so to New York and Hollywood

ORSON WELLES, known simply as "The Genius," set the scene for the photograph opposite, and then directed Cameraman Steichen for us. This was only a trifle, after his heroic job of producing, directing, and acting in the most famous movie ever unreleased, "Citizen Kane," a bitter, brilliant biography of seventy years of a man's life. He also designed the sets and directed "Native Son," the new, violent Negro play. Soon, with the exquisite Dolores Del Rio as his star, he will do a Mexican melodrama—minus cactus and peons

STEICHEN

ORSON WELLES and DOLORES DEL RIO—new starring team

RAWLINGS

LORETTA YOUNG in Mainbocher's beflowered taffeta

Spring Collections

EVENING DRAMA

LORETTA YOUNG, photographed in New York before beginning her new moving-picture—which is tentatively titled "Tonight Belongs to Us." Above: Miss Young wears one of the suavest dinner-dresses from the spring Collections. News-making —and very surprising—its huge, shirred tulle pockets. New, too, the way-down-to-here white silk jersey bodice that tops the narrow black silk crêpe skirt. Cool, sleek thought for spring-into-summer. Dress from Salon Moderne, Saks-Fifth Avenue

Opposite: Miss Young wears a picture-book dress of stand-out black silk taffeta, from Mainbocher's new spring Collection. Very new—its bunches of tiny artificial flowers, spattered over the outsized skirt that flows from a scant bodice. New, too—the elbow-length cape to be slipped over the shoulders. Artificial flowers, brief capes—two ideas that appeared throughout the Mainbocher Collection, for both day and evening. The jewellery on both pages is from Tiffany and Company

Jackets proceed

The frilly peplum-jacket for a printed silk dress with a meringue-fresh collar. Straw hat. Stein and Blaine

The full, straight jacket over a net-yoked dress. Feather-weight navy-blue wool. Ruching hat. Stein and Blaine

along new lines

The tight, troubadour jacket
and pleated skirt—black wool.
Frans Hals lingerie frills.
Black straw sailor. Milgrim

The eighteenth-century jacket
over a black silk dress
with a Marie Antoinette ruff.
Lacy straw Breton. Milgrim

RAWLINGS

CHINESE TOUCHES ON A RED SHANTUNG DRESS. DESIGN NO. 9068

CHALK-STRIPES FOR A BLUE-AND-WHITE CRÊPE DRESS. DESIGN NO. 9029

Making the most of Your Good Little Dress

BELOVED among America's own fashions is the good little dress. And best-beloved among good little dresses is the multiple-purpose daytime dress. Each year, American women buy thousands; make, or have their dressmakers make, thousands more.

For such dresses, the best is none too good. You expect so much of them. You put them on in the A.M.; wear them straight through P.M. You live in them in the country. You swear by them for town. They probably set some record for hours-on-your-back.

On this page, two new good little dresses to make—each embodying the virtues extolled above. They also prove these points—that when you're choosing a design and a fabric, time and money are investments. You want a design that's a classic, but with a look of 1941. These two dresses qualify. You want a fabric that stands up under wear and cleaning—won't shrink, change colour, suddenly go limp after the *nth* wearing. The red shantung, the striped crêpe have this stamina—they also give what only a good fabric can give—an Unmistakable Air.

You might keep these two examples in mind when you start out on your own initiative. Keep this in mind, too—that if you're making a good little dress yourself, infinite patience, basting and fitting, and watching details can make the finished dress a Triumph. If you're having the dress made, go to a good tailor or dressmaker. Too often a skimpy price can mean skimpy work, even a skimpy dress.

L'Envoi. Give your finished dress the best possible support—by adding the prettiest hat, the creamiest gloves you can (or can't) afford. And by shifting scenery, you can produce a whole new Effect.

• Other views and sizes will be found on page 102.

Designs for dressmaking

Elizabeth Arden

your make-up directory for spring and summer

IF YOU ARE GOING TO WEAR	SELECT THIS ELIZABETH ARDEN MAKE-UP	
BEIGE TO BROWN	Rouge:	CINNABAR
	Lipstick and Nail Polish:	CINNABAR
	Eye Sha-Do:	MALACHITE
NAVY AND OTHER BLUES	Rouge:	SAPPHIRE
	Lipstick and Nail Polish:	SAPPHIRE
	Eye Sha-Do:	BLEU LAVANDE
ACCESSORY REDS	Rouge:	SCHOOL HOUSE RED
	Lipstick and Nail Polish:	SCHOOL HOUSE RED
	Eye Sha-Do:	GREEN BRONZE
PURPLE FAMILY	Rouge:	AMETHYST
	Lipstick and Nail Polish:	AMETHYST
	Eye Sha-Do:	AMETHYST
YELLOW-GREENS	Rouge:	BRONZE-GLO
	Lipstick and Nail Polish:	CYCLAMEN EVENING
	Eye Sha-Do:	MALACHITE AND GREEN-GOLD
GREENS	Rouge:	STOP RED
	Lipstick and Nail Polish:	STOP RED
	Eye Sha-Do:	EMERALD
PASTELS	Rouge:	ROSE FUMÉE
	Lipstick and Nail Polish:	ROSE FUMÉE
	Eye Sha-Do:	BLEU VERT

Key your make-up to your costume,
the Elizabeth Arden way...
and every beautiful new color is yours . . .
to wear beautifully.

691 FIFTH AVENUE TELEPHONE PLAZA 3-5846

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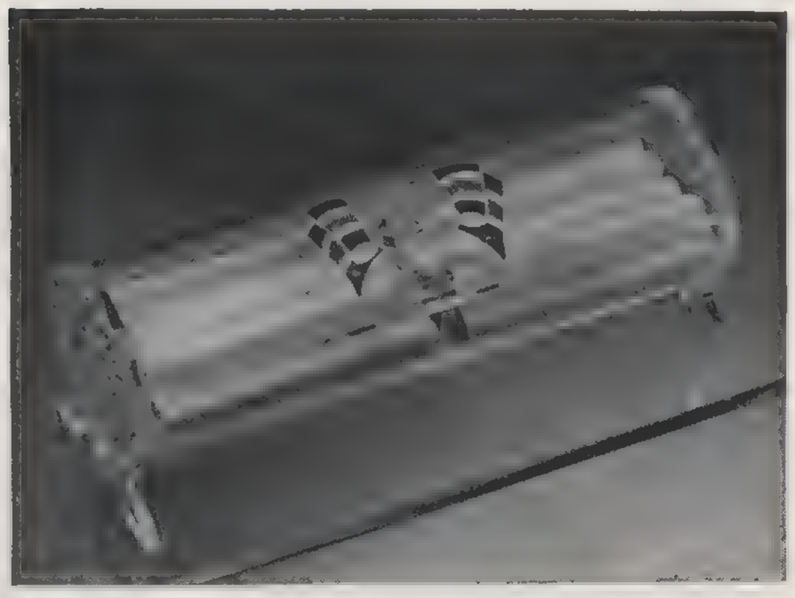
About Kissin'

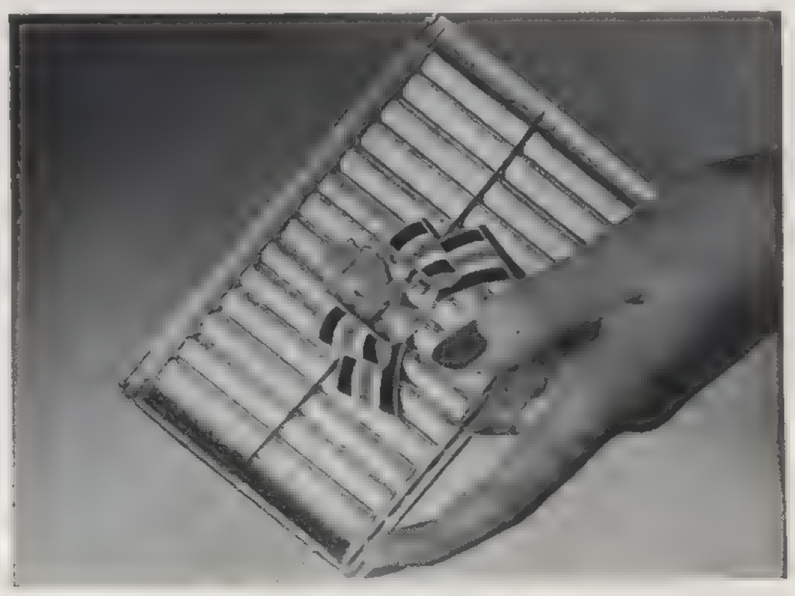
Your lovely face attracts his eye, but to stir his heart, DJER-KISS fragrance's the thing. And did you know that the moment DJER-KISS Perfume touches your skin it undergoes a subtle adaptation that's as personalized as *your* kiss. Use DJER-KISS to accent your own individuality — use it in its many forms—the perfume, $3.50, $2. Toilet Water $1.50, Cologne $1. Dusting Powder $1, Sachet, de luxe size $1, Talcum, de luxe package 50¢. Make-UP and KISS with DJER-KISS Foundation Film, Face Powder and Lipstick. Each $1.

DJER·KISS
by KERKOFF

"BUNDLES FOR BRITAIN" NEWS



Sleek, new plastic accessories. You'll buy them to help "Bundles for Britain" aid England, with the proceeds. Above: clear, double cigarette-box. $5



Bearing the "Bundles for Britain" emblem—a smart new cigarette-case, beautifully flat. 91 per cent. of their proceeds goes to England. The case: $2.50

Shining and transparent compact—with a mirror on each side of the lid, to give you extra convenience and extra good-looks. And all for your mere $2.50

VOGUE STUDIOS

Plastic belt—another beautifully designed piece, another way to help England by way of "Bundles for Britain." This, too, will cost you only $2.50

REMEMBRANCE OF THINGS PAST

PAINTING BY SALVADOR DALI, FROM THE DE BEERS' COLLECTION

"What were you like, Mother?"

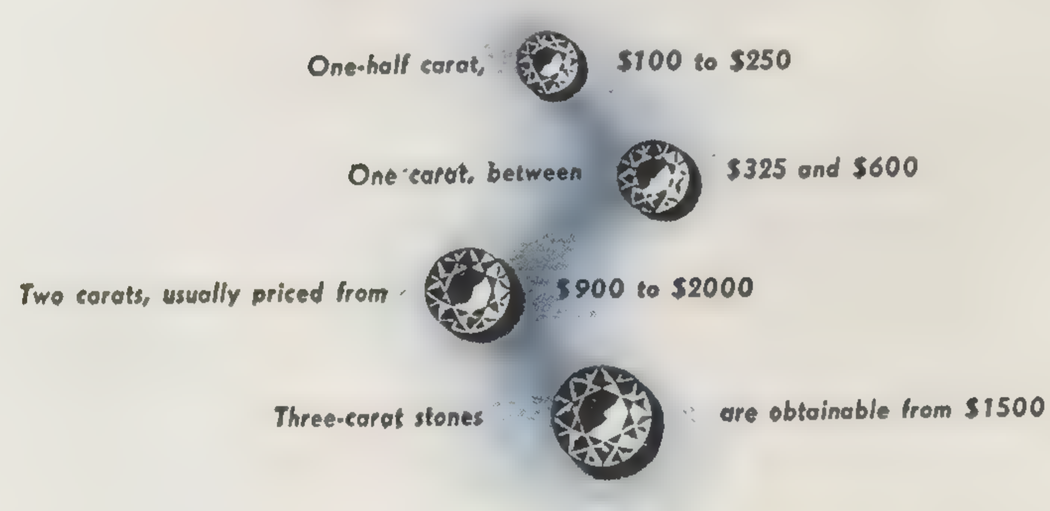
"Tell us a story—about you."

Thus through many twilight hours a mother makes a priceless gift to her children—the gift of her lifetime, spun from her memories.

How often, in later years, these fragments of memory—of music, of light, of faint perfume and happiness and love and spring—are crystallized in their minds into one poignant impression of beauty. In the timeless light of a jewel you have worn they will find such a clear image. The diamonds you inherit and those your own happiness brings you are the guardians of this eternal treasure.

A trusted jeweler should advise you in their selection. From him you will learn that fine color, exquisite cutting, absence of imperfections are esteemed in terms of lasting value. Seek such standards—for they will reflect you forever.

Current Prices of Unmounted Quality Diamonds. (Exact weights shown are infrequent.) Size alone does not determine values. Purity, color and excellence of cutting affect the price. Many reliable jewelers will arrange payments for fine stones over an extended period.



DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES

Costume, Bergdorf Goodman
Beauty by Du Barry

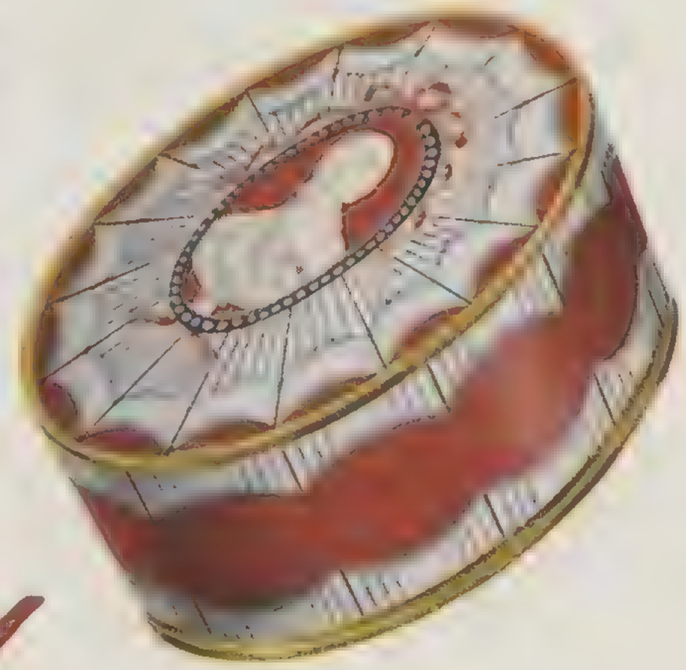
CALL TO COLORS! NEW Du BARRY SPRING MAKE-UP...

Emblem Red!

THERE'S a new spirit in the air. The styles this spring are crisp, dashing...*military!* Created in the same tempo are the vivacious new Du Barry Lipstick and Rouge—Emblem Red! It's saucy . . . it's gay . . . it has that Yankee Doodle spark so grandly "right" for 1941. You'll love it with beige and navy. It does things to the new browns, too. Truly, it's a challenge . . . a "call to the colors"!

Drop in on the Du Barry Beauty Advisor at any of the better cosmetic counters. Ask to see Emblem Red Lipstick . . . matching Emblem Red Rouge . . . complementing Du Barry Face Powder, soft, glowing Special Rachel.

Du Barry Emblem Red Lipstick . . . easy-spreading, long-lasting! Du Barry Emblem Red Rouge . . . cream or cake . . . young, exciting. Lipstick, Rouge . . . . . each **1.00**



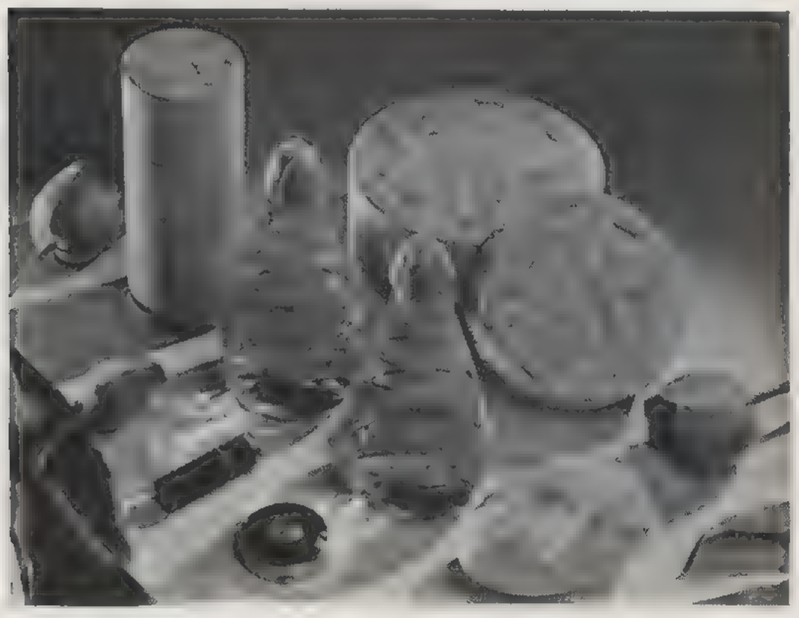
Du Barry Face Powder . . . singularly smooth, clinging, gossamer-light. Subtle shades to enhance your natural skin tones. Large box **2.00**

Du Barry

B E A U T Y P R E P A R A T I O N S

by Richard Hudnut . . . Featured at better cosmetic counters and in the Hudnut Salon, 693 Fifth Avenue

DISCOVERIES IN BEAUTY



Harriet Hubbard Ayer introduces her new series, "Tuliptime." Eric has used the colours of the make-up in the drawing on page 34. Lord and Taylor has "Tuliptime"

WHAT is it about spring? What is it that makes grandmother take to the garden and the children to the park, that makes masters walk their dogs and dogs run their masters, that makes picnics, band concerts, country drives, and Aunt Mary's farm the only logical things for a Sunday's fun?

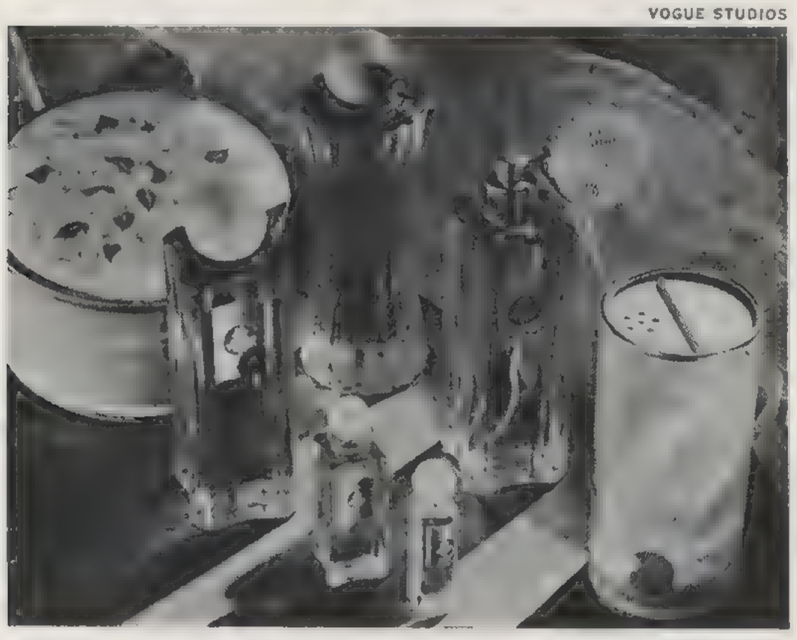
Spring is a state of mind, an attitude, and we firmly believe the change from a dark winter mood to one of sweetness and light is wrought principally by *smells:* of freshly-cut grass, bright flowers, moist wood-bark—spring *smells* so good!

Harriet Hubbard Ayer brings out a new group keyed to spring, and characteristically called "Tuliptime." In the sequence, there is a bath powder, talcum, Cologne, sachet, Bouquet, and soap. "Tuliptime's" refreshing fragrance continues through a wonderful make-up group of face-powder and nail polish and a blush-red rouge and lipstick, the colour of which is designed to high-light your own natural colouring.

The heady odour of sweet lilacs is caught by Richard Hudnut in a fragrance called "Spring Lilac," and packaged in gay colours of yellow, lilac, and green. The entire group includes a perfume in three sizes, a new jumbo talcum, a Cologne, a dusting powder, and toilet-water, with or without atomizer. It is light and fresh, and, what's still more important, it is the real odour of lilac.

Our mothers used Yardley's, our grandmothers used it, because they knew that the products of this famous house could be depended upon to preserve the essence of spring the year 'round. To herald this particular spring, Yardley is introducing a new, large six-ounce bottle of "Bond Street Toilet-Water." At Saks-Fifth Avenue.

VOGUE STUDIOS



"Spring Lilac" is an enchanting new scent brought out by Richard Hudnut. It's in the spirit of spring, and the odour is one of *real* lilacs! Find it at Bloomingdale's

Light and Airy as a Cloud But Firmly Molds Your Figure!

Just imagine this "Veil of Youth" corselette beneath your gown—not a wrinkle, not a bulge! Your figure is lithe—young—alluring! Like all Le Gants, it has the comfort of elastic with the control of cloth—and it won't ride up!

Le Gant Corselettes
Girdles and Pantie-Girdles, $5 to $35

Write for illustrated booklet "Recipes for Figure Beauty". The Warner Brothers Company, 200 Madison Avenue, New York, N. Y. In Canada: Parisian Corset Mfg. Co., Ltd., Quebec. *Reg. U. S. Pat. Off.

If you want to pull in that bumptious rear...if your other curves are on the loose...slip into a Carter's! Derriere, waist, thighs, hips, diaphragm or tummie—Carter's six-way curve control takes care of them all! And does it with ease and sleek freedom. If you're a sweet teen or a grandmother with a youth-figure and can't stand "strait-jacket" technique your favorite store has a soft, supple Carter's for you. In a variety of styles, fabrics, weights, sizes...economically priced. From $1 to $12.50.

Carter's FOUNDATIONS

The William Carter Co., New York, Chicago, San Francisco
Home Executive Offices: Needham Heights, Massachusetts

CARTER'S SIX-WAY CURVE CONTROL does a smooth job or a downright controlling job on one, some, or all 6 of the important contour curves of the youth-figure (whether you're 16 or 60). Check your weak points—then your favorite store will help you find just the Carter girdle, pantie or complete that is best for your figure.

MAKE THE MOST OF YOUR PARTIES

(Continued from page 52)

that do everything but talk. Here's a chance for the picnic spirit without the difficulty of a trek, the hardship of sitting on a rock.

One woman I know has a Dutch Treat buffet dinner-party every Wednesday night during July and August on her terrace overlooking the East River, to which all of her friends have a blanket invitation. Here the first surprise is the crowd, never the same on two successive weeks, though a few standbys always appear. And the second surprise is what each chooses to bring as his or her share of the feast. The only stipulation is that the accepter-for-to-night must telephone in the afternoon and name the contribution to be expected—a precaution not observed the first time, with the result that there were three cold hams, oceans of assorted drinks, and very little else except potato chips. The sole duty of the hostess is to provide the setting, which, in the case of my East River friend, always includes on very hot nights a huge cake of ice banked in greenery, with an electric fan behind it.

And now, to show how the Four Rules—Plan, Rehearse, Specialty, and Surprise—work out in practice, let's look into the case histories of four hostesses, who are all too typical of many whom you and I both know.

1. Mrs. Putter Offer. (Habitat: *Any large city, but particularly New York.*)

She's as pretty as a picture and as busy as a bee. But she never gets round to anything—starting for the hair-dresser's or planning a party—till half-past dead-line.

So she hires an addressing firm to rush out the invitations, telephones for flowers sight-unseen, plans the menu in a taxi, and throws her entire staff into hysterics with last-minute changes.

Mrs. P. O. will never have a successful evening, except by chance, until she masters Rule One—and plans everything well in advance. I should prescribe for her the keeping of a Party Book, in which guest-list, menu, kind and disposition of flowers, and so on are all written down after each event—together with her own honest criticisms of how every item was handled.

2. Mrs. Doer Dye. (Habitat: *Smaller cities and towns.*)

This lady and Mrs. Putter Offer should be thoroughly kneaded together and divided in two. For Mrs. Doer Dye begins grimly planning her next party while she's shutting the door on her guests.

Her food is so exotic that it hurts. Her flowers would keep a share-cropper in potatoes all winter. She has every inch of the evening so packed with things to do that her guests feel like Ford cars on the assembly line.

I'd suggest that Mrs. Doer Dye try giving her next guests the same excellent, but not effortful, food she serves to her family. Food native to one's own district is apt to taste better than most imported delicacies, besides offering less hazard to digestion. And the *sine qua non* is to have *more* than plenty.

But perhaps the most important thing for Mrs. Doer Dye to attempt is facing her own motives. To be known as a successful hostess is one of the less admirable reasons for entertaining. But, if this is why she does it, she should learn that the party spirit never has a chance when the lady in charge makes her wish to impress too evident.

3. Mrs. Nieu Poore. (Habitat: *Migratory.*)

Mrs. N. P. hasn't given a party in ages, because she really can't afford to—or so she thinks. She remembers the perfect little dinners she used to have before she knew the word budget. It just never occurs to her that she could give her friends a barrel of beer and Irish stew, flowers from the woods or the wayside, and a buffet set-up with ten-cent store china.

Mrs. Nieu Poore ought to concentrate on Rule Four to the exclusion of almost everything else.

Surprises can be the very essence of her success, costing nothing but time to think up and verve to put over. An unexpected locale—on the beach, in bathing-suits (Continued on page 96)

PRESENTING

American Victorian

STERLING

THIS lovely new pattern of truly magnificent craftsmanship takes a proud place in the LUNT STERLING family. Here are combined luxuriously flowing, almost luscious lines — and superbly modelled rose and leaf motifs which provide perfect adornment. Can't you see this silver on your table, flanking your finest china, glorifying your delicate glassware — and providing day-after-day pleasure for everyone who uses it? Only a fortunate few have Victorian furniture and paisley shawls to bequeath to their children — but any wise home-maker can acquire AMERICAN VICTORIAN to grace her home and proclaim the quality of her taste for untold generations. There is a jeweler in your community to show you this gorgeous new pattern. Write us for his name and AMERICAN VICTORIAN literature and prices. Address Lunt Silversmiths, Dept. A-31, Greenfield, Massachusetts.

LUNT

Sterling

DESIGNS OF LASTING GOOD TASTE

Sportimer* Dresses

young, smart and cool for summer

• You'll love them . . . and live in them all Spring and Summer. Smoothly tailored and styled, finished in perfect detail, including Nylon sewing thread for firm seams. Left, an Aqua-Lyn, blend of spun rayon, with pearl pull-through buttons, full gored skirt; in white, burnt wheat, blue, sage green, gold, Nassau rose. Sizes 12-20. Right, an Everfast† glen plaid seersucker, with big pearl buttons *down the side*, new wing collar, deep kick pleat. Sizes 10-18; in red, gray, brown. Washable and priced under $9.

featured by

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Write Beaumart Co., 1375 Broadway, New York, N.Y. for your nearest SPORTIMER store.

*Reg. Applied for
†Reg. U. S. Pat. Off.

MAKE THE MOST OF YOUR PARTIES

(Continued from page 94)

for a simple shore dinner. In the garden, in shirt-and-shorts on a broiling night, with the hose to cool off with later as city children do. On the river, with a banjo to turn full moon into a night of glamour with the old songs everybody loves. Anywhere at all, with somebody who has just come back from Europe.

4. Mrs. Helter Skelter. (Habitat: *The Suburbs.*) Sometimes Mrs. Helter Skelter's parties are absolutely divine. And sometimes they flop so disastrously that she swears she'll never have another. Yet the answer is to be had in five words: "Things that don't go together."

Sometimes the dissonance is among the guests. It is fatal to assemble any crowd whatsoever without first checking up on the virulence of everybody's political convictions.

But Mrs. Helter Skelter's parties are also the victims of other things that don't go together. Her room looks warm and cosy in the winter, with the fire lit and those red curtains drawn. But she doesn't redress it for summer, with the result that it makes you gasp for air. Her Old-Fashioneds are fine on a frosty night. But what you want when the mercury boils are mint juleps or a shaker of ice-cold Martinis. Her menus always seem to err on the hearty side for hot weather, and planning desserts seldom includes an alternate choice for reducers. Her service is adequate for as many as six at a pinch, but one waitress for twelve gives people the jitters.

What Mrs. Helter Skelter needs is a more intelligent and elastic set-up. Crisp cotton curtains, white washable rugs, white-grounded slip-covers with big, bold flowers, and candles in hurricane-shades; and the windows wide open to the garden—these would give her a summer-time room. A battery of vases—all of clear glass in various shapes and sizes, and every one deeper than those she now owns—would ensure her the most from her flowers. And buffet service, if extra waitresses aren't to be had.

Mrs. Helter Skelter might begin to turn over a new leaf by paying special attention to Rule Three, and concentrating most of her effort on some one simple type of entertaining till she learns to do it expertly. Sunday lunch, for example, is easier than dinner, because people aren't underfoot so long, and a single extravagance —like champagne cocktails, real turtle soup, or unusual cheeses— can give it the necessary lift. (And speaking of champagne cocktails, have you tried making them of our own American vintages? If not, please do.)

If Mrs. Helter Skelter knows plenty of night-owls, suppers after the theatre or the movies may be her best bet. And here there are so many choices in food that it's hard to particularize. One hostess I know specializes for the winter in clam chowder, a long loaf of crusty French bread in a wicker basket, sweet butter in a brown crock, a trayful of cheeses, and coffee in the biggest pot ever caught. For summer, she switches to turkey sandwiches and mint juleps.

Another pins her cold-weather faith to scrambled eggs and bacon, scalloped tomatoes, and hot rolls—with a summer-time variant of crispy crackers, an outsize jar of pâté de foies gras, and a huge compote of ice-cold fruit.

Another thing I'd suggest for her, especially when she has a really large crowd, is a Party Closet. Here she can keep the big casseroles, electric heaters, special china, glass, linen, silver, and so on that do not come out on ordinary occasions—and, if she takes my advice, she'll see to it that the last four classifications don't represent her best, but her least expensive. Kept together like this, supplies don't get mislaid or mixed up with regular household equipment, and they're always easy to locate. If any piece is broken, it should be replaced at once, so that the entire quota is intact, with no rushing down-town at the last moment for six extra cocktail glasses or a dozen coffee-cups. Incidentally, you've no idea until you've tried it how much easier giving a big party seems when so many of the makings merely have to be lifted down off your shelves.

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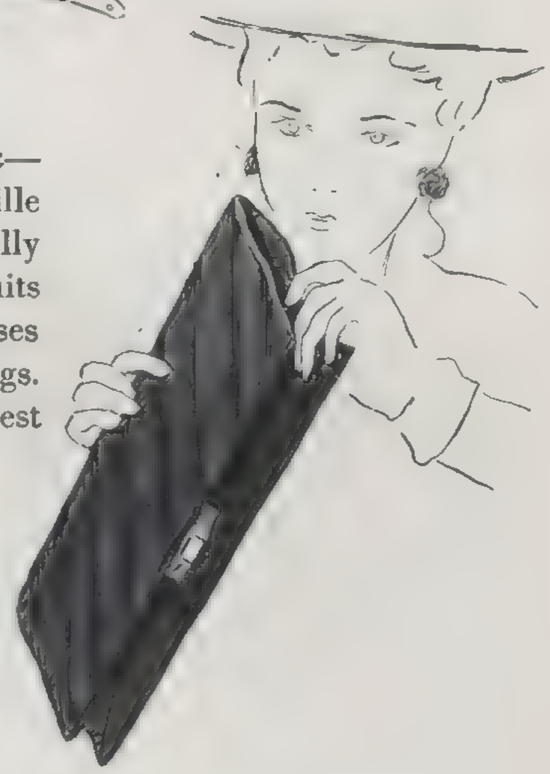
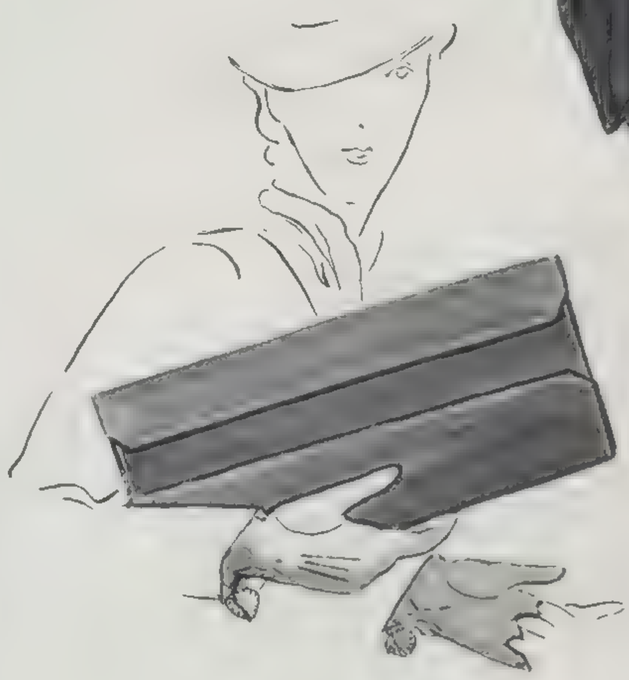
LONGER, NARROWER BAGS

BRIGHT RED MOROCCO—for Lewis' bag with buckles to let out if you're a purse-stuffer • With it, Schaffer's slim red morocco belt. Both; Saks-Fifth Ave.

RED ENAMEL FRAME—on navy-blue alligator-calf bag—eighteen inches long. Note the hair-brush that comes in it. Evans Case bag. At Saks-Fifth Avenue



DIAGONAL STITCHING—on a soft black faille bag that's especially adaptable to soft suits • Gilt cabbage-roses for Kalmour earrings. Bag and earrings; Best



GINGER-COLOURED—pigskin envelope with outside pocket nice for gloves, handkerchief • "Wear-Right" gloves of English doeskin. All; Saks-Fifth Ave.

FLAG-RED CALFSKIN—for a flat envelope—good idea for a navy-blue spring suit • Tailored red calf belt. Both by Lesco; at Lord and Taylor

How to become Some Man's Dream Girl

Lesson #1 - *Launching your Campaign*

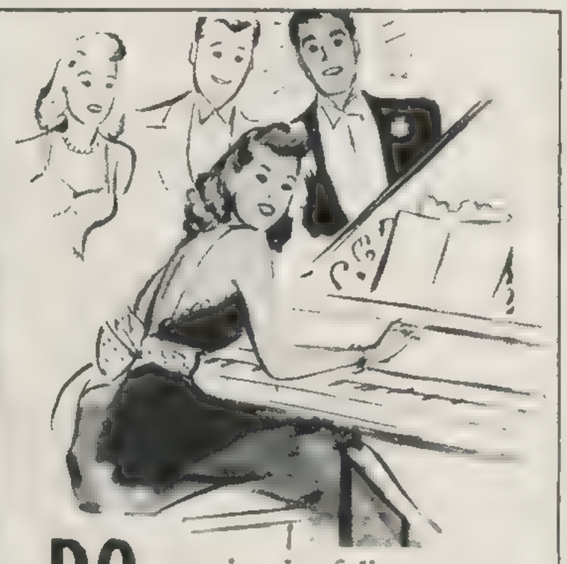
You've just met him—in fact, you're barely past the "how d'you do" stage. But a hopeful flip of your heart indicates that *here* is a situation with Possibilities. How are you going to make *him* feel the same way about things? How are you going to catch his wandering eye and *hold* it? Here are some pointers that'll help you fool-proof your opening campaign:—

DON'T at the first encounter, wheel out your heaviest artillery and aim all your big ammunition straight at him. Men scare so easily!

DO line up a couple of other conquests for decoy. He'll follow the crowd. P.S. In any Battle of the Sexes, your best ammunition is a complexion of disarming sweetness. So concentrate on Pond's beauty maneuvers. Nightly! And before make-up!

1

DON'T let any other man drag you into a shady corner and tell you the story of his life. If your hero sees you at all, he'll be too polite to break in on such a cozy tête-à-tête.



DO stay in the folksy, 100-watt foreground—if your skin can take the glare! Clinch *that* with a brisk daily 3-minute patting-in of luscious Pond's Cold Cream. Wipe off cream-softened dirt and old make-up with gentle Pond's Tissues. Repeat! See how this double cleansing and softening with Pond's makes pores seem smaller—little "dry" lines show less!

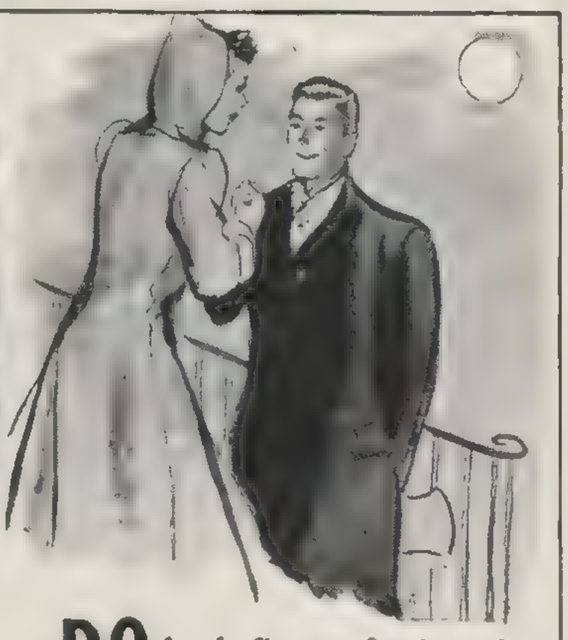
2

DON'T take the initiative on the cheek-to-cheek stuff when he asks you to dance. If he's a conservative, he may think you a forward miss. If he *isn't*, you'll soon find out!

DO have a skin that looks so caressable he can't resist it! Then melt his heart with the sweet, satiny *feel* of your face! Pond's Cold Cream, followed by a splashing of Pond's Skin Freshener, lends baby-skin tenderness —and Pond's Vanishing Cream whips off little roughnesses like —*that!*

3

DON'T try to dazzle him with your wit and beauty when he's already blinded by the shine on your nose. There's nothing—no *nothing!*—so sad and ridiculous as a shiny-nosed girl trying to be a charmer.



DO look flower-fresh and dream-girly right through to the all-important good night. Dead or departed make-up won't haunt you a second if you put your powder over a glamorizing foundation of Pond's Vanishing Cream.

4

DON'T sit back and dream wistful dreams of being some big strong man's little dream girl.

DO send for Pond's beauty kit! Such so-smart beauties as striking Mrs. John Jacob Astor, sparkling Liz Whitney, winsome Margaret Biddle are Pond's devotees. Don't dally! Another She may be luring him on this very minute!

POND'S, Dept. 11-CVD, Clinton, Conn.
I want to launch my dream-girl campaign *right!* Please send me—pronto!—Pond's Special Beauty Ritual Kit containing Pond's Cold Cream, Pond's Tissues, Pond's Skin Freshener and Pond's Vanishing Cream. I enclose 10¢ for postage and packing.

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This offer good in U. S. only

Scap-Hip
FOUNDATION
BY
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THINGS ARE SELDOM WHAT THEY SEEM. THE STUNNING FIGURES YOU ENVY ARE OFTEN THE RESULT OF ADEPT AND CUNNING CORSETRY.

SCAP-HIP
the dynamic new corsetry design that streamlines figures and personalities. In both girdle and foundation styles.
$7.50 to $16.50

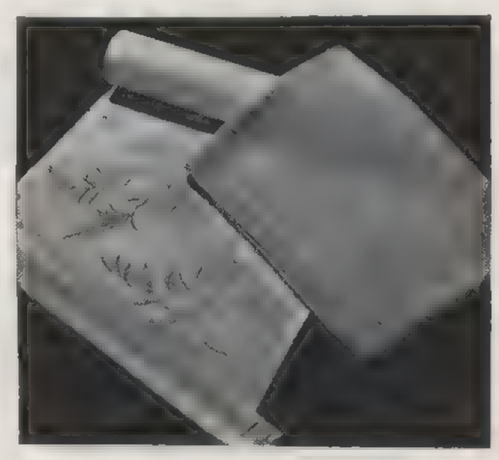
MADE BY THE FORMFIT COMPANY · CHICAGO · NEW YORK

NEW IDEAS IN DECORATION—

This rattan swivel-chair from the Colwell Company would be at home indoors or outside

Every apartment-hunter knows that dreamlike, I-must-have-been-here-before feeling. The rooms are so alike—variations on a quiet, well-bred, but unimaginative theme. But with an ounce of inspiration, a dash of courage, this theme can be the basis of an original apartment—riotously gay or quietly lovely—as you please.

Wall-paper will transform a dull room to one that is all colour and gaiety. There are always new wall-papers in the spring, brighter and bolder than ever. In one (designed by Hanley Henoch), huge, striped tulips in rose, violet, and green are scattered over a white ground (you can have your own colour scheme with two weeks' notice); in another (from Bassett and Vollum), two-inch stripes in pink, turquoise, blue, cerise, yellow, and chartreuse alternate with pale grey; for a third, there is a three-inch lacy stripe in white on pale blue, and a white voile to match, for curtains (from Wilsey-Hemstreet). There is a revival of the old French Flock paper, in modern designs and colours, with a velvety texture on a smooth ground; and red-and-white peasant pen-work design on white for a country bedroom. (These two from Richard Thibaut.) Here, too, are coordinated designs, two patterns to be used (with discretion) in the same room, such as the one with great striped leaves, in grey, silver, and white, almost covering the claret ground, companion to a striped pattern in the same colours.



Summer blanket made by The Three Weavers, sponsored by Wamsutta Mills. Thibaut paper

Then there are the papers that, with two weeks' patience, you can order in any colour. These, if you have curtains to be matched, will save a lot of shopping. One has small blue or pink butterflies on a cream-coloured background; another is an all-over pattern, rather small in scale, with diamond-shaped motifs, in clear, deep colour on a glazed white ground; and a third is a latticework of blue and violet (or other coloured) flowers on a grey ground, with occasional green leaves. (All from Cowtan and Tout.) If you want to rejuvenate a pair of old console tables, there are wonderful antique paper borders in various widths, to apply around the edge, over paint to match.

Chintz is seldom used as imaginatively as it might be. Why not repeat one chintz, for example, at the windows and in the dado? Or in a bedroom, to slip-cover the bed and cover the floor? Or in a sitting-room, for a small group of armchairs, for the ceiling and the curtains, with a gay solid colour for the walls. Crisply glazed chintzes have their own very special charm and coolness, and they can be recrisped after a heavy season. One has hand-size bouquets in bright colours against white; another, on white covered with dark grey dots and crosses, has four stripes of rosy flowers, and blue-green leaves across its fifty-inch width. A third alternates pale blue flowered stripes and bouquets of pink roses; this has a softer glaze. (Cowtan and Tout.)

EMELIE DANIELSON

Lazy Susan table; E. Linsley. Chair; W. and J. Sloane. J. H. Thorp plaid fabric. Colwell plaid matting. Thibaut paper

The same decorating principles apply to your country house as to your city apartment, to your summer terrace as to your garden.

FOR TOWN AND COUNTRY

And—don't forget—comfort plays an important part, too. Cast-iron cemetery benches are giving place to more comfortable furniture and to water-proof upholstery in the garden. One of our young designers has always wanted piano stools in gardens to swivel about in, to admire the view. And independently, but almost simultaneously, another has produced that very thing; a swivel-armchair in light rattan. Still to come is a revival of wooden garden furniture; perhaps the threatened shortage in metals will take care of that by next year.

Wicker and rattan are doing their best in this direction, not so much in original forms, but in newer, more comfortable ones. Very new is a rattan magazine table, enlarged from the well-known library steps that every one has. And the low chairs of rattan and cotton webbing, meant to be used on beaches, are being bought up by ladies who weed their own gardens and like to be comfortable. Another erstwhile beach chair, the "Kew Gardens," has a thick water-resistant cushion, and is as comfortable on grass as on sand. (All these from W. and J. Sloane.)

The rattan swivel-chair from the Colwell Company is an inside-outside piece. As a dining-chair, it will make its own conversation, and on a sunny terrace its use is obvious. And for the same sunny terrace, you can still get those huge willow beehive chairs.

Rebirth of Lazy Susan

Another "inside-outside" piece is the narrow plant-table (from Amster and Lamb) painted white and blue, with cabbage-roses on the fronts of drawers lined with similar chintz. This amiable piece might be of any nationality; certainly it is a country piece. Bleached mahogany makes the new version of an old Sheraton Lazy Susan, now brought up to coffee-table height, and revolving as before. Used before a low sofa or a favourite lounging chair, it will be hard to keep it clear of the cigarettes, books, ash-trays, and magazines that come to you at a mere turn. There is room on the top shelf for a telephone, should you be that busy in the country. From Everett Linsley.

Heavier fabrics for garden and terrace furniture are frequently water-proofed; a fine, pearly white one has a mottled surface; and another is smartly shiny like good brown alligator skin. (The Colwell Company.) Not water-proofed, but practical for interior cushions and even for covering (over a thick padding) a guest-room floor is a plaid matting from this same source. This is woven in bright red, blue, green, yellow, and white, all together, with the effect of a very gay tweed.

For leisure moments, there is a beautiful new thin wool coverlet, sponsored by Wamsutta Mills. This is The Three Weavers' "Zephyr" summer blanket, hand-woven like a heavy crash, and finished all around with hemstitching.

Button Up Your Furniture

The button craze has gotten around to decoration in a small way; two recent pieces of furniture have acquired old buttons. One, an 1840 "Gothic" chair, covered with red plaid wool, was tufted with old Sheffield armorial buttons (livery buttons, actually); and a pair of lacquered chairs have tufted magenta seats buttoned down with old glass buttons like miniature paper-weights. Larger buttons are grouped to make tie-backs; others make borders for lamp-shades. There is only ingenuity (and the supply of buttons to match) to stop you.

Alfred Orlik's new shop on Madison Avenue is distinguished by the quantities of fine glass and porcelain that it manages, miraculously, to keep in stock. There is the fine Royal Worcester service with painted birds by Powell, all of them different. Another recent and especially country-house item is a collection of English sporting glass-pictures in wide, old maple frames. These are in various sizes, most of them in pairs; one unusual one is a hard-to-find shape—a narrow horizontal, nearly two feet long; it would make a unique mantel decoration.

Lack of funds and interiors without distinguished proportions are no drawbacks to quality and spirit in decoration. A flat can be piquant, lively, and lovely despite adverse conditions. Nothing accomplishes this more quickly or easily than the intelligent use of well-chosen materials and wall-papers.

Dana now sends to America

TABU

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Smoldering TABU . . . known the world over (*excepting in America*) as the perfume that seems to never quite go away. Totally different . . . TABU deliciously scents the skin, *but is even better on your gowns, or furs*—where it survives days—even weeks! Globe Trotters who adored TABU in Paris, Singapore or elsewhere abroad—will rejoice that there is now a limited quantity in the States.

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A rich, new cleansing cream made especially for *dry skin* by an old distinguished house. Farel Destin created "Destina" to help ward off cold-weather-dryness. Visit your favorite beauty salon this week and try "Destina" *free!* Start to use it now and see how quickly it helps re-lubricate delicate skins parched by winter cold.

Sold at beauty salons only. $1.00.

Farel Destin

31 WEST 47th STREET, NEW YORK CITY

MAKE THE MOST OF YOUR TIME

(Continued from page 42)

Reading is something women are always claiming they'd do much more of, if they only had the time. Well—you can make the time. Those editorials, those articles in the Sunday paper that you haven't the extra minutes for when you come across them, can be cut out and clipped together in easily handled files. These you could take to the hair-dresser, to read under the dryer instead of the six-month-old movie magazines you are sometimes offered.

Household Condensations: There are more ways to run a house than to let it eat up all your time. When you first wake up in the morning, give all your instructions for the day. Write them down on a piece of paper, or on a blackboard in the kitchen. For everything short of emergencies, you are then through for the day. Friday mornings, make out your complete week-end menus and give them all to the cook.

Cataloguing a house or apartment, as Clare Boothe does, is also excellent business, and will immeasurably clarify and shorten all your beginning-and-end-of-the-season instructions.

Beauty Tricks: The best beauty trick is also the best all-around trick. When you relax, *really, really* relax. Lie down in a darkened room, and make your mind an absolute, worriless blank. You'll find that ten minutes or so of this will do more to refresh you and keep you going than hours of fretful half-resting.

Do all the combining you can. Creams or masks that you will be leaving on for ten or fifteen minutes should be applied just before you get into the tub.

Time for Your Children: Pediatricians say working mothers often see their children more than homebodies do. This may be because they make a real effort to use *every* moment.

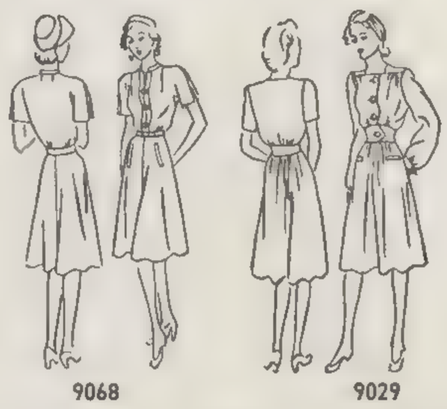
A major rule for you, if you work, is to go to practically no cocktail parties, *ever*, since that, of course, is the logical Children's Hour. You can have people in to cocktails at your house, if you insist...but they ought to be people who know both you and the children well enough to enjoy you both together.

A simple way of making more time here is to extend the children's bedtime half an hour past what you may have thought was the necessary hour. Consult your doctor first; that goes without saying. But you'll probably find he doesn't object at all. This will automatically give you half an hour more with the children at night—and unless you get up *terribly* early, you'll still have your full breakfast session with them in the morning. (They'll be sleeping a little later, too, and be up about when you are.)

One last word: don't carry time-saving too far; don't be a human automaton. Remember that the point of gaining more time is to have it for your own freedom, your greater happiness.

DESIGNS FOR DRESSMAKING

These are additional views of the Vogue Dressmaking Designs which are photographed in fuller detail on page 88. No. 9068 is designed for sizes 12 to 20 (30 to 38). And No. 9029 is designed for 12 to 18 (30 to 36)



VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 110

MAKE THE MOST OF YOUR MIND

(Continued from page 67)

that fifteenth-century Flemish monk's work, you will notice how carefully Dali stems from him). It is the correlation that counts. Later, take up specific reading on just Picasso or just post-Impressionists—or just American painters, but if you do the Americans, go all the way back to Gilbert Stuart and Benjamin West and even the primitive carriage painters whose naïve canvases are treasured at Williamsburg.

How About Music?

In music, of course, it is all much easier in a way. But here again it's the correlation that will help. To brush up, it takes more than listening to a couple of symphonies and reading a biography of Beethoven. You might start by reading Aaron Copland's *What to Listen for in Music;* Virgil Thomson's *The State of Music;* and Sidney Harrison's *Music for the Multitude.* Then go after a survey book on music, and when you get to Bach, listen to Bach records, and when you get to Prokofieff, listen to Prokofieff records. You might also brush up on swing, by reading Wilder Hobson's *American Jazz Music,* or Smith and Ramsey's *Jazzmen.* With these, of course, you will need records—early Bix Biederbecke and the Dixieland Five and Louis Armstrong and so on. "Bach Goes to Town" is far more fascinating if you know about Bach and Barrelhouse and Boogie Woogie. It is satisfying to see how the mosaics of information all come together to form a pattern.

Experts on the Side

Once you start on this biggest game of all—the excitement of finding out, of ferreting out facts behind the news, of discovering for the sake of discovering this world, you will find uncountable ramifications. Ever so many experts in one field are amateurs in another. A famous photographer knows the history of jokes, and is compiling a scrap-book of nonsense stories; a woman playwright is incredibly knowledgeable about oil; some women are deep in the bibliographies of mystery stories; and some know all there is about China plates or silver marks. But whatever the subject, it always leads to widening information—the friction polishes, and minds become shining bright.

[*Editor's Note:* We wish to thank Miss Jennie Flexner, Readers' Advisor of the New York Public Library, for suggesting some of these background books.]

AMERICAN SILVER DÉBUTANTE

VOGUE STUDIOS

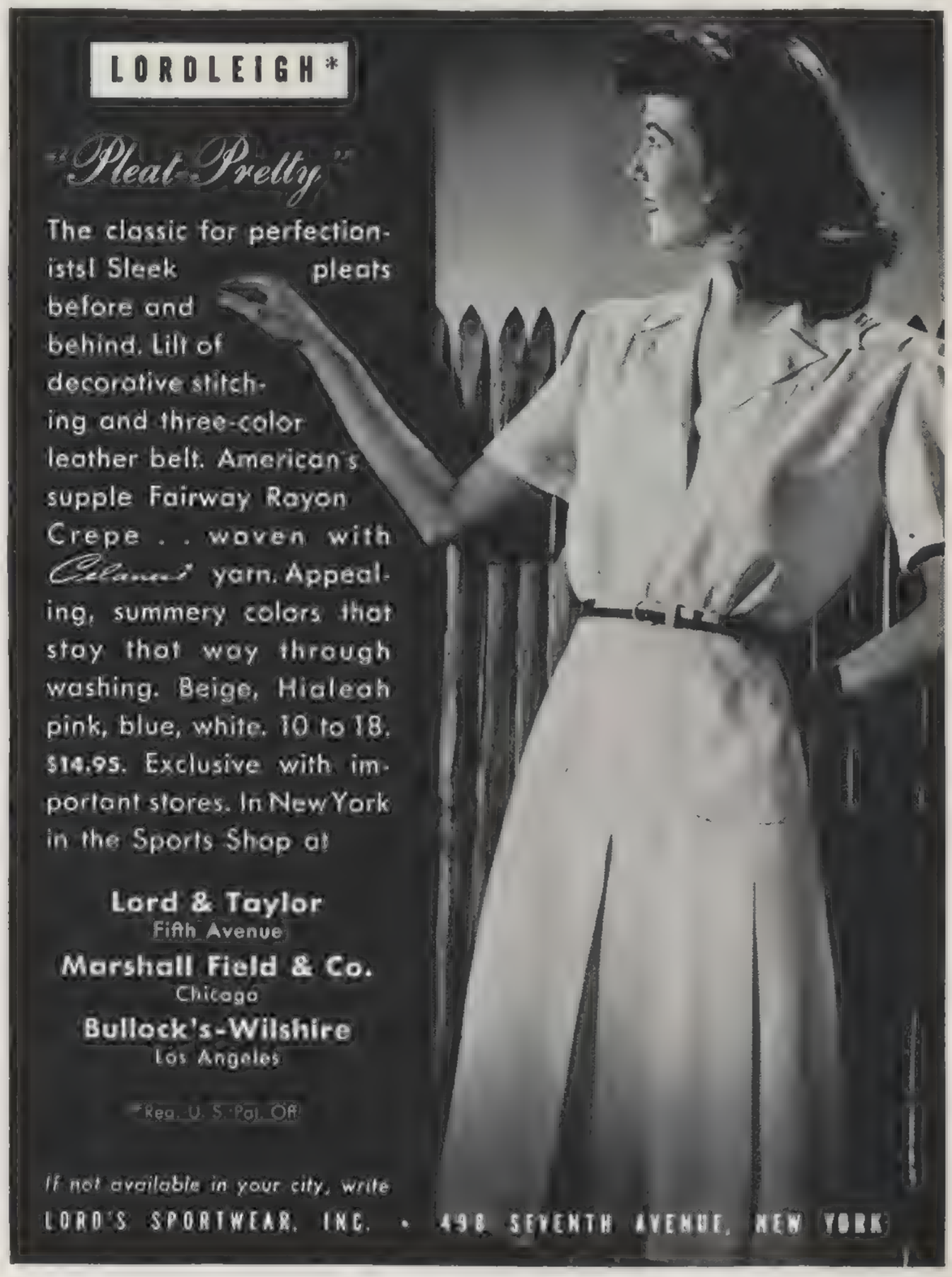
A new arrival in the silver field is Manchester's sterling silver pattern, which is called "Leonore." This pattern is simply designed along graceful lines with a delicately chased decorative motif

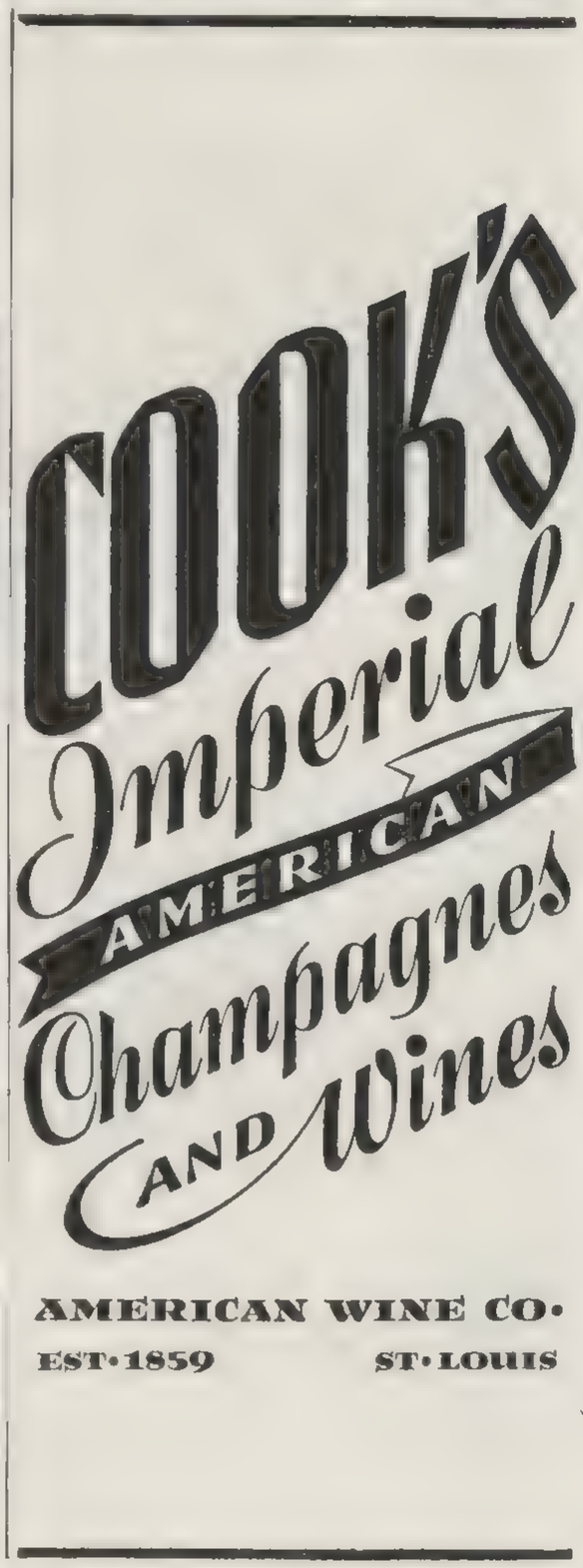
DuFlex Rounder

One of these spring days you'll be buying a pair or two of sports shoes and it will pay you to examine them "bottoms-up" with an eye for the Du-Flex trade-mark. You're pretty sure to find it, too, on the best shoes. Du-Flex Soles give a lift to the looks of a shoe, just as they give a lift to your spirits and your footsteps.

DuFlex Napline

AVON SOLE COMPANY Avon, Mass.





MAKE THE MOST OF YOUR HUSBAND

(Continued from page 63)

What we call the waste-basket technique is quite as useful in the home as at the office. You can't do everything. The principle of prime orderliness counsels you to do that thing first which properly belongs first, and that second which belongs second.

A woman needs this truth especially, for she has come to believe that the male sex neglects most of life's details, and, therefore, it is up to her to carry them. "Some one has to," she will tell you quite fiercely. But why is it her job only? If she takes it on, men are glad enough to let her do it. Then, after her brain becomes cluttered like an upper bureau drawer so that her thinking is confused, they'll tell her that her mind is not as good as theirs.

If woman is to gain this new freedom, however, she must borrow another habit from man, for he, at least, is more adept than she is in one thing. He can serenely ignore what he doesn't want to consider. He is deaf to what he doesn't want to hear, and blind to what he doesn't want to see. This saves his nerves even while it makes you mad.

It is important, however, to remember that either love or work depends on a balanced use of attention. There is a scientific reason for this—we know now that there are two primary motivations in life. One of them is the urge toward love absorption, the other the urge toward self-expansion. (Freud thought that sex was a man's greatest drive.) When we alternate our attention to these urges in a rhythmic flow, both love and work can be more successful.

To meet the pressure of life nowadays, the married career woman needs to learn how to say:

1. I don't have to do everything either my husband or my boss wants me to do
2. I don't have to do two things at once
3. I don't have to mollify every man's ego
4. I don't have to do a job unless it is really mine to do
5. I don't have to rush, and I won't
6. I don't have to carry people who can carry themselves
7. I don't have to become just a mechanism

It is not by doing things so very differently that you get by, but by readjusting your attitude. Take, for example, the matter of interruptions. By the time the average girl has had two decades of family interference, she is fully inured to being called here and pushed there. She expects it. She thinks it is just life to be stopped and started again. She hasn't the least idea that this yielding to interruption is one great reason why there are so few women in the roster of great accomplishment. The feminine brain is in all respects equal to that of the male, but few women ever gain a momentum in effort, or learn how to protect the long spans of concentrated thinking necessary to obtain outstanding results. Down inside, they believe they have no right to such deep absorption, and none of them ever supposes that her vital energy and nervous stamina are being sapped by the crisscrossing of attention that interruptions cause.

Sometimes methods that we psychologists have taught women are passed back to us, applied in a practical way to daily activity. "I've learned the trick of picturing in advance the frame of mind I want to be in upon returning home. Sometimes on a day when I have been especially driven, I even make what you call preliminary dialogues on the way home, in order to have friendly things to say when I greet my husband."

This method not only works to allow a woman to make better conduct patterns than she would have if she let the irritations of the office colour her voice and manner, but it cuts down strain all along the line. I use this rehearsal thinking in all I do.

Finally, a husband and wife, whether they work or not, both need to realize that no human relation succeeds on a fifty-fifty basis. Each must be willing to go sixty per cent. of the way, expecting only a forty per cent. cooperation. The twice twenty margin makes a safety-zone to protect the marriage in a world of too much pressure.

DRESSING FOR SOUTH AMERICA

(Continued from page 78)

The travelling wardrobe that I find answers most purposes is this: A fur coat (to guard against the cold I am sure to encounter); a summer top-coat; a wool suit with three or four blouses or sweaters. Three street dresses, sophisticated enough for big cities. A cotton suit and two sheer cotton dresses. A play-suit with sports sandals. For tropical nights, one or two cotton or summer evening dresses. For cool nights, a dress or two that would be suitable for San Francisco or New York. Evening slippers, dressy street shoes (white and dark), comfortable walking shoes.

I solve the hat problem by wearing the best-looking hat I can find—one that gives me a lift and packs without too much trouble. Another more formal hat for tea or dinner. A soft silk turban for street and a sports turban for deck wear.

The secret of making so few clothes serve on many occasions is the un-complicated colour scheme. I rely on navy-blue as the basis. As for the other little extras that women need, I take a pongee silk robe that can fit in a shoe; underwear and nightgowns that wash and dry within an hour or two; six pairs of silk stockings; three pairs of gloves, enough handkerchiefs; an evening hand-bag, a white washable one for the tropics; and my travelling-bag. All these, plus cosmetics and toilet articles, if packed with thought, will leave room for purchases along the way.

The correct choice of clothes can help a traveller to South America be an "ambassador without portfolio." Perhaps closer friendships, better trade relations, and a quicker extension of the good neighbour policy will result if we show, in small ways, this courtesy to South American hosts. JANET FARMER

MAKE THE MOST OF YOUR HOUSE

(Continued from page 51)

If you need one enormous wall decoration, and can't afford a good painted canvas panel, search about for an early twentieth-century scenic curtain used by photographers as the background of the posed victims. Touch up the paint with tempera, and you'll find yourself one of the landed gentry with an urn-guarded estate.

For a small dining-room, use a bright green trellis wall-paper. Put a plaster bust on a bracket on each wall, and paint the busts and brackets in white enamel. Use kitchen furniture painted bright green, with plain magenta seat-pads and curtains, and a dark green fringed cotton rug. Just for effect, salvage from a junk-shop a bulbous, ornate, old-fashioned parlour stove—the taller the better. Lacquer it white, picked out in gold paint, put it in the corner, and keep your extra liquor in it.

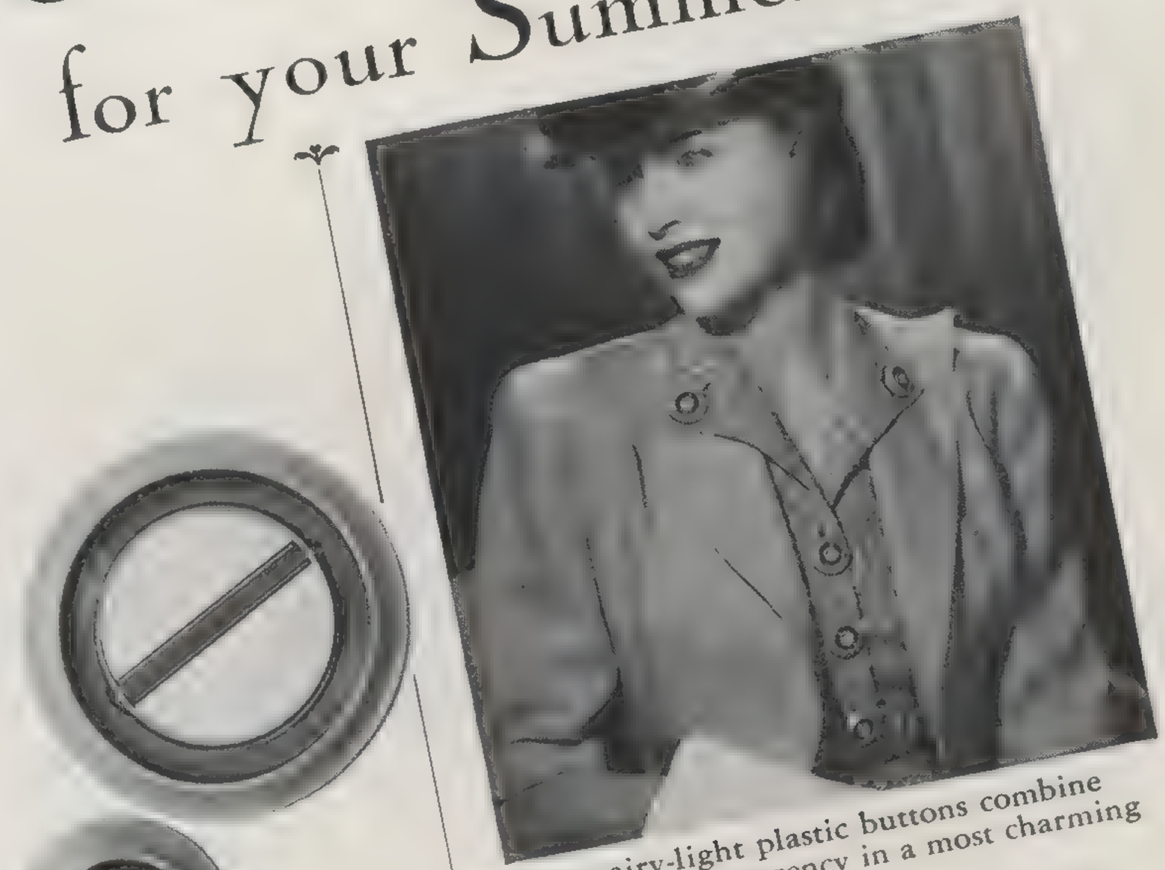
For a narrow hall with an uninteresting staircase, paint the walls and floors white. Lay a twenty-seven-inch strip of the brightest crimson carpet you can find, and slip-cover the stair balusters with bright red army cloth or felt, from the rail almost down to the stair treads. Scallop the bottom edge. On the back wall of your hall, hang a large round or oval Victorian mirror, painted shiny blue-black. Surround it with large black cast-iron hooks to hang your overcoats on, and try a couple of bowler hats for effect. They should be *most* decorative.

To put over a marble Victorian mantel, buy one roll of a beautiful old damask paper. Use it only on the chimney-breast, and paint the rest of the room to match the colour of its background. Set mirrors in squares over your mantel, and drape the mirrors to match the windows in your room. Have a window-box full of green leaves on the mantel-shelf.

Inexpensive bed idea: Have a simple four-poster bed made, very slender round posts, about nine feet high. Paint it chalk-white, and cut out a Renaissance scalloped valance about one foot deep. Hang cotton tassels between each scallop, stretching it very tight on a frame around the top of the four posts. Dye up enough medium-weight canvas in your favourite colour. Stencil single flowers all over it in white, and let it cover the bed entirely. Even your dogs will have a tough time ruining it.

GEORGE STACEY

Cool buttons for your Summer sheers!



These airy-light plastic buttons combine color and transparency in a most charming and original way!
Your favorite button or notion counter can show you these and dozens of other new B.G.E. Originales—they're the inspired way to "style" your new dresses or add new interest to old ones!

B.G.E. Originale No. 8410
Plastic buttons in two sizes and a matching slide — in a wide choice of colors. The transparent back gives it a light summery feeling just right for sheer prints!

B·G·E Originales
"Buttons, buckles and clips in original designs"

VOGUE'S 6th PRIX de PARIS

THESIS TOPICS

for contestants who have been notified that they have passed the four quizzes

Attention Seniors! If you have received word that you have passed the quizzes in Vogue's 6th Prix de Paris, you are now ready for the last lap in the contest—and here it is! Choose any one of the five thesis topics below and write a paper on this subject not exceeding 1500 words in length.

In addition to the career prizes, Vogue will purchase for publication five of the best theses submitted. Vogue will also award Honorable Mention to those entrants whose papers are outstanding. But remember that all theses must reach our offices, at 420 Lexington Avenue, New York City, not later than May 1st.

PRIX DE PARIS THESIS TOPICS

1. Write an article on any non-fashion subject (theatre, art, literature, music, travel, personalities, etc.) which you believe would be an appropriate Vogue feature.
2. If you were the Editor of Vogue would you, in view of present world conditions, make any great changes in the editorial formula of the magazine? Discuss these changes, and outline your new policy; or, state your reasons for keeping the present editorial formula.
3. Assume that you have been asked to plan the August 15th College issue of Vogue. Outline your plan, telling: (a) how much space you would devote to fashions, how much to non-fashion features; (b) how you would present the fashions; (c) what features you would include.
4. Assume that, though the ink is scarcely dry on your diploma, you already have a job. Your family has given you $500 for your "career trousseau". Describe how you plan to allot this sum on your clothes, cosmetics, accessories, etc.
5. Suppose that you're going to be married and that your income will be the modest one of most "young marrieds". Would you spend $5 for a subscription to Vogue? Tell why you would or would not. Offer any suggestions which you think would make Vogue more useful to "young marrieds."

MAKE THE MOST OF YOUR FACE

(Continued from page 45)

effect. For example, if you have blond hair and eyelashes and blond freckles you should never use black mascara—the lightest brown mascara is the most you can stand. But your lipstick can be brilliant as long as the tone doesn't clash with that of your skin.

If you are redheaded, wear your hair brushed sleekly rather than fluffing it out, so that the colour will not be lost in a confusion of frizz. If your hair is grey, take your make-up clue from Boucher's eighteenth-century brush-paintings and use pinky shades of rouge and lipstick and powder rather than the orange or cyclamen tones—and *never* yellowish powder!

Long, Narrow Faces

If your face is long and narrow, don't encourage a Spaniel look by wearing your hair brushed down to your shoulders. Brushed back and slightly up, it will accentuate the fineness without exaggerating the longness. A jabot of curls such as you see on page 48 is a good idea.

Don't make the mistake of wearing your hat sitting on top of your head to add three inches to the length of your face; rather tilt it down over your eyes or wear it completely on the back of your head, so that it doesn't stand up above the hair-line. (On pages 46-47, you will find examples of how to wear a hat following the shape of your face.) Turbans are flattering to long faces, particularly if the face is pointed. Hair parted in the middle is an easy way to balance a long face. Strangely enough, although bangs cut the length, they are more becoming to round faces than long ones. Probably because they are always associated with baby faces.

Heart-Shaped Faces

If you have a heart-shaped face with wide-set eyes and a little pointed chin that holds the threat of a tremble, cherish it, treat it with gentle consideration, do nothing to mar or distort its natural outline. It was in just such a mould that the Mona Lisa was made, and look at the great impression that she has made!

If you have a very round or a very square face, depend on your hair to break up the too definite geometric shape. A side part, for instance, with the long side brushed up into a swirl will break the shape. Pompadours make an effective break, but remember, modified, soft pompadours!

Braids or switches are a wonderful accessory to your hairdressing. You will find all sorts of things you can do with them, particularly if you are the type who should always be impeccably neat. See page 49 for a few convincing examples of what you can do with a switch and how to wear it with hats. They come in the accessory class now—not in the shaming, secret category into which our grandmothers put them.

Make-Up Matters

A few make-up hints for helping your face put its best face forward include such tricks as using slightly darker powder on a big nose than you use on your face, using darker lipstick on a protruding upper lip and lighter on the lower to bring it out. Those hollow cheeks of glamorous stars aren't from diet, but just a careful emphasis by a darker foundation. Eyebrows that are pencilled slightly up will add an impression of length to a round face; rounded eyebrows make your face look rounder. Use violet eye shadow to bring out deep-set eyes, or blue with a little rouge in it; use brown or grey for protruding eyes. If you have a faint suggestion of down on your upper lip—try bleaching it into oblivion with a mixture of peroxide and a few drops of ammonia.

No tricks can change a dissatisfied, a spoiled, a petulant, or a bored face. If you find a trace of any of these faces in your mirror, start working with your character, not with your cosmetics.

THE MRS. ASTOR I REMEMBER

(Continued from page 71)

demoralizing, would at any rate be profligate and extravagant. Actually, and quite to the contrary, they imbued society with a high degree of dignity and decorum. Certainly, no subsequent period, or group of fashionable people, in American life has been so decorous or so admirably kept in hand.

The fact that Mrs. Astor's power was so absolute and long continued was due to an improbable admixture in her horoscope. Under one star, there was the matter of her Dutch ancestry, for she had, in 1830, been born Caroline Schermerhorn (with a Van Cortlandt for a grandmother), in a house on Bowling Green, then a fastness of the Dutch in New York. Her youth, too, in the 'Forties and 'Fifties, had been passed with families like the Schuylers, Van Rensselaers, Beekmans, Duyckincks, and Stuyvesants.

But, as the Dutch of that time, though admirably off for blood, could boast little of their money, it proved a happy conjunction when the daughter of Abraham Schermerhorn married herself to William Astor, whose grandfather, the original John Jacob, had, on his demise in 1848 (thanks principally to his trading in furs), left his family a nest-egg of thirty million dollars. That record was, of course, beaten by Commodore Vanderbilt when, thirty years later, he left a fortune exactly double that figure. It was that conjunction of breeding and worldly circumstances that enabled Mrs. Astor to remain, for twenty-five years, the undisputed Hera of the social heavens. But she had another quality, perhaps also a gift of the stars: her marked and unfailing good humour. Never did I see her show ill temper, resentment or vexation. Indeed, her assumption of imperial grandeur was constantly being proved fraudulent for the reason that anything resembling fun appealed to her so irresistibly.

The men of her court

She had few intimates of her own sex; in fact, she never relied upon women in any of the important affairs of her life. But, in the judgment of men, she placed an almost implicit reliance. In the 'Eighties, her court included such figures as Ridgway Moore, DeLancey Kane, James Otis, Thomas Cushing, Peter Marié, James Parker, Frank Sturgis, her two sons-in-law—Coleman Drayton and Orme Wilson—, and J. Roosevelt Roosevelt, who had likewise married a daughter of hers, and who was, though thirty years older, a half-brother of Franklin D. Roosevelt, then of Hyde Park, later of Washington. Mention must also be made of Ward McAllister, for it was he who, though he might to-day be thought a snob and a figure for laughter, remained Mrs. Astor's principal aide-de-camp until his death in 1895.

But there was another masculine figure who played an important part in Mrs. Astor's career, particularly in her rôle as a hostess: Thomas Hade, her butler. For Thomas (no one ever called him "Hade") was a resourceful, good-natured, and immensely likable man. He would as soon pick up a broom and sweep out an attic as to put a meringue before Mrs. Astor herself. Indeed, in all her social campaigns, he appeared as a sort of Marshal Ney, supporting her attacks, bringing up the reserves, encouraging the weary, and refreshing the wounded. He lived, apparently, with no thought in mind but to serve Mrs. Astor. She liked him immensely and must have been happy to see him at her bedside, when she died.

In the 'Nineties

With the 'Nineties, Mrs. Astor came more and more to depend upon a score of younger men to aid her—the attractive, fashionable clubmen of the day, likable creatures, all, the sort who sailed boats at Newport, hunted at Meadow Brook, played billiards at the Knickerbocker, piquet at the Union, drove their four-in-hands, played polo at Rockaway and hovered dreamily over the spinning wheel at Canfield's. On five of that younger guard she depended to lead her cotillions—Elisha Dyer, Worthington Whitehouse, Henry Bull, Craig Wadsworth, and Harry Lehr.

Mrs. Astor's annual ball at Sixty-Fifth Street, the site, as I have said, of Temple Emanu-El, was a gala that always befell on the first or second Monday of January. One could see there what one never saw elsewhere: groups of well-bred, but aged people—many of them Dutch in origin—who had almost completely disappeared from society, but who nevertheless dug themselves out of their strongholds, to answer their Queen's annual call to arms.

It might have been easy to say of the world over which she ruled, as Oscar Wilde said of Edwardian society in London: "To be in it is a bore, but *not* to be in it is a tragedy." But certainly Mrs. Astor's world had dignity, responsibility, and weight. She was essentially a conservative; a Tory of the first order. Throughout her life she had little use for novelties or newcomers. Her taste was always for old families, old ways, old servants, old operas, old lace, and old friends. She tried always to keep society in bounds, to see that it was decorous, elegant, and select. But when the century turned, the task became too onerous for her. A thousand newcomers were at the gates; her strength waned, rituals became relaxed; other queens were in the making.

To improve the tone of society, to regulate, card index, nurture, and tend it, was with her a solemn, almost a sacred charge.

Divorce in disfavour

For the hateful institution of divorce, she had no tolerance at all. Indeed, she decreed—at any rate until the turn of the century—that divorced people were never to darken her doors. As regards her manner of dressing: Worth, to her way of thinking, was Europe's only dependable dressmaker. Her emeralds, the most famous in America, and her diamond stomacher, a structure composed of thirteen rows of stones, all of the first order, had both been set by French workmen. But perhaps her most cherished personal possession was a bow-knot of diamonds which she wore, on any and every suitable occasion, and which, as she herself would have told you, had once belonged to the *Roi Soleil.*

She maintained, without reckoning her house in town, three elaborate establishments—the first in Paris; another, "Birchwood," at Newport; the third, "Ferncliffe," at Rhinebeck on the Hudson. After her death, these ménages were inherited by her son, Colonel John Jacob Astor, and maintained by him until 1912, when he met his death on the *Titanic,* smilingly, and apparently without concern. His widow (the present Lady Ribblesdale) had been, before her marriage, in 1891, Ava Willing of Philadelphia, a beauty of great and lasting renown.

Old Mrs. Astor herself was a confirmed addict of the opera; not only when viewing it from her box (Number 7, in the Golden Horseshoe) at the new opera-house, still at Thirty-Ninth Street (which was dedicated on October 22, 1883, with a gala performance of "Faust"), but of the more ancient opera which, under Mapleson, had held sway during the run of the 'Sixties and the 'Seventies, at the old Academy of Music on Fourteenth Street.

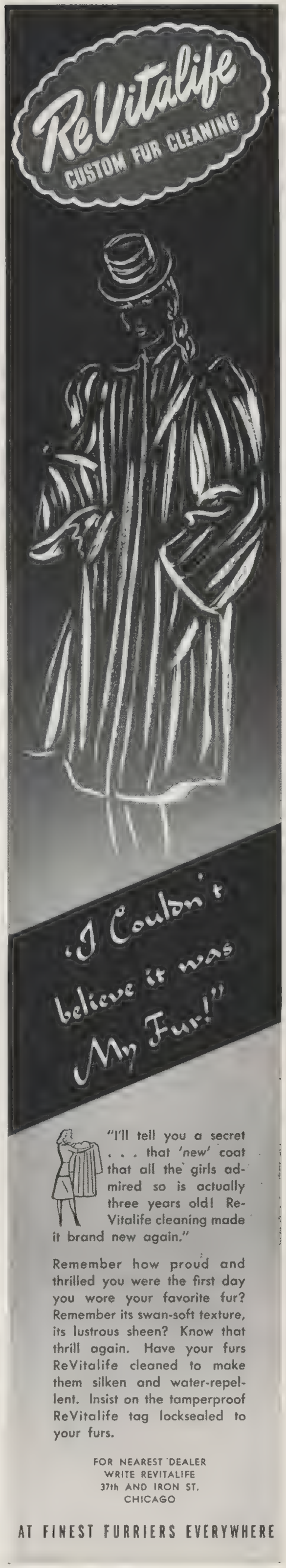
And, finally, it might be said that, in literary and artistic people, Mrs. Astor evinced but little interest. Occasionally, an author, if born in the magic circle (Edith Wharton or Mrs. Van Rensselaer Cruger) might find herself *persona grata* in her house. But I remember Mrs. Wharton's remark, after being invited by the Astors, to what was spoken of as a "Bohemian luncheon."

"Imagine my horror," Mrs. Wharton said, "on arriving there to find that Henry James and I were the Bohemians."

End of the story

Finishing my stroll I found myself regretting the vanished days; wanting a sight again of Freddie Gebhard in his private hansom, with its sparkling red wheels: wanting to see again, on New Year's Day, the baskets hanging from the doorbells on Fifth Avenue, anticipating the inevitable rain of visiting-cards. To know that eggnog parties were everywhere brewing. How agreeable, once again, to jump into a victoria at the old Brunswick; to dance, as we used to dance, the waltzes of Vienna, or the Lancers, or the Virginia Reel—and with ladies who were properly busted and bustled. To see horses again in tandem, or in clattering coach and fours; to detect the scent of orris on a lady's glove; to note how artfully Elisha Dyer managed a cotillion at Mrs. Astor's, with its elaborate figures, favours, gold chairs, Hungarian music, polkas, and bouquets of red roses; to greet again a new opera by Lehar, a new song by Lillian Russell; a new novel by George du Maurier; a new play by Clyde Fitch, a new revue at Weber and Fields or a new rôle for Maxine Elliott.

Poor Mrs. Astor is no more. For upwards of thirty years she has slept in the Churchyard of Trinity, within hail of Bowling Green, the spot where she was born. Perhaps, if she but knew the texture, the temper, and the terror of our time, she might never elect to waken from her happy dreams.



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YOU don't need fame, fortune, or a fairy godmother to have a complete new summer wardrobe this year. All you need is your own ten fingers and the June-July issue of Vogue Pattern Book!

This new issue is packed with bright ideas and bright new clothes that you can make for all of your summer activities. You'll find, for example, lots of sports clothes, active and spectator . . . lots of the soft little dresses you love to slip on for summer afternoons . . . beach clothes and bathing suits . . . and a gay collection of warm-weather accessories that you can whip up for next-to-nothing.

☛ **Get your copy of June-July Vogue Pattern Book at your news-dealer's April 25th for 35c. Or, better yet, use the coupon below to subscribe for a full year of the Pattern Book, beginning with this issue.**

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YOUR FIGURE

(Continued from page 55)

waist, but with a large bust, you can find a small corset with a large bust size, or vice versa. Good corsets are made in as many as five figure types and lengths. The heavily-boned corset of heavy material, that makes you look like an "iron woman," only adds pounds to your figure. Have confidence in the new light, but strong fabrics constructively cut. Wear panty-girdles with evening clothes for a straighter line. Change from girdles to all-in-ones from time to time to avoid developing waist rolls. Wear long corsets to avoid thigh rolls.

Your clothes are the final chapters in figure history. Carefully chosen, they can continue the good job of attractive deception that your corset has started.

Things to remember

A few general rules for short women are: don't wear deep-set raglan armholes, avoid tiered skirts (except possibly for evening); don't wear long jackets, and be careful about capes. Shorts are more becoming than slacks.

For what has been called the "long-legged race" of American women, almost anything goes. For the few whose legs and arms have grown too fat, avoid little short jackets that give you an "Orphan Annie look." If you wear a full-length coat, see that it doesn't fall short into the seven-eighths class. Actually, three-quarter-length coats are the most becoming for very tall women. And don't wear your shorts too short, for fear they'll turn your long legs into stilts. Peplums or tunics are good height-cutters.

Whether you're skinny and thin, or oversized and too heavy, don't wear your clothes tight-fitting. In either of the two extremes, your clothes should never cling to your body. If you have large legs, or the length between foot and knee is out of proportion...remember, drop your skirts!

A bolero can do wonders at balancing widish hips; a slightly flared skirt is the wide-hip flatterer of all time. Contrasting panels (light in front, dark on the sides) are another hip-slimming trick. Surplice bodices minimize a large bust; shirring between the busts or deep V neck-lines with set-in lingerie vest or ruffles soften that flat-chested look. (Don't be ashamed to wear false bosoms if your dress demands them.) Wide, inserted dark waistbands exaggerate that desirable small-waist look.

More don'ts, more do's

Don't wear noticeable stripes or light colours if you have any figure problems to conceal. A small all-over two-tone print pattern is a fine concealing screen for indefinite figures in the summer. Pastel shades are somehow more cruel than all-white. Soft materials, such as jersey, are always more revealing than stiff fabrics, like sharkskin; while bathing-suits made of dressmaker fabrics are kinder to both short and thin figures than knitted suits.

On pages 58 to 61, you will find some examples of clothes and corsets that may help you to make the most of your figure.

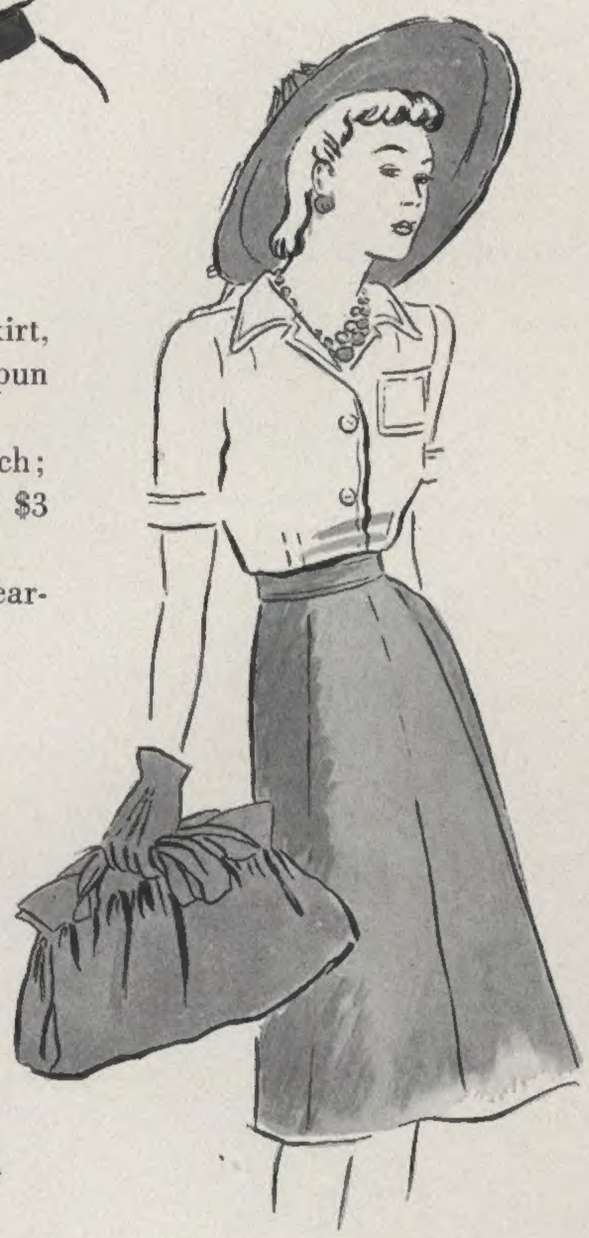
TEAMED FOR WARM WEATHER

All a matter of coordination—colour-coordination—is this news for a colour-vibrant summer. Perfectly matched—your same-colour accessories. Perfectly dovetailed—your contrasting-colour accessories. Skirts, blouses, hats, bags, gloves, belts, and jewellery—you can have each in five shades inspired by sun-touched Bermuda. Dusty-pink, pale blue, powdered-cocoa, clear green, and natural.

And not to be overlooked are their prices—all non-purse-breaking. For the low total of under $25, you could have a complete set of these new accessories. See here several ways to work out costumes. Let your own ingenuity guide you to others.

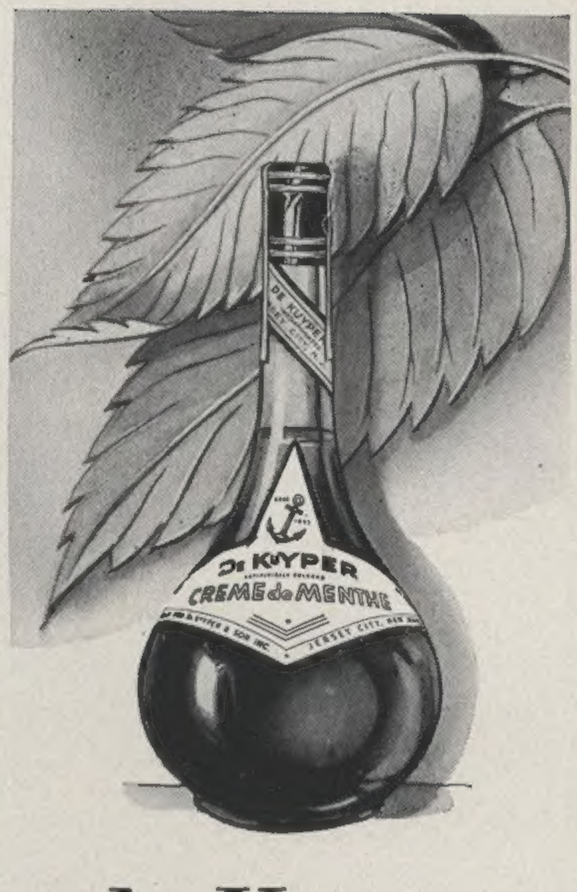
• All these accessories are from Altman; Carson Pirie Scott.

• Natural straw hat, green-banded. Betmar hat; $3.95
• Have the fabric gloves in natural; single-seam. Lady Bacmo gloves. $1.95
• Add a clear green belt of spun rayon, with a kidskin closing; by Schaffer. $1.25



• Natural blouse, pink skirt, by Huxley, of Duplex spun rayon. $3.95 for each
• Huge pink hat to match; $5.75. Echoing pink bag; $3
• Natural gloves; $1.95
• Leo Glass pink bead earrings, $1; necklace, $2

• Start with an enormous bag of powdered-cocoa spun rayon, by Shur-Tite. $3
• Add this cocoa-colour belt that has capeskin-covered leaves. $1.50
• Necklace ($3), bracelet ($2)—of pearl-beads, shells



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VOGUE COVERS THE TOWN

"New Fiends of Music"

The Chamber Music Society of Lower Basin Street is a radio show broadcast on Monday nights at 9:30 over N. B. C. Here is a program really worth going to see in action. Primarily a show for showmen, it's played like a parody of a Sunday Symphony. Paul Laval's Woodwind Quintet and Henry Levine's Dixieland Octet, the two orchestras involved, are actually always playing *against* each other—competing to see which one turns out the best arrangement. The musicians in both orchestras are called "straight men"—they are serious musicians, many of them playing in symphony orchestras. (Paul Laval plays the saxophone with the N. B. C. Symphony.)

This is one of radio's most sophisticated and uninhibited shows—with no pulled punches. But what really counts is the way the boys give their version of the three B's—Barrel-House, Boogie-Woogie, and Blues.

P. S.: Although the show has suddenly become *the* thing to see, it still isn't too difficult to get in. Write N. B. C. Guest Relations Department for your tickets, giving them about two weeks' advance notice.

Spring show

A brilliant and utterly charming show, called "The China Trade and Its Influences," opens at The Metropolitan Museum of Art on April 23.

The whole story of chinoiserie (beginning in the sixteenth century with the discovery of the sea routes, ending with the opening of the Suez Canal) and its effect on European art and culture is told in this exhibit. Particularly interesting are the lavish, brilliant Beauvais tapestries ordered by Louis XV. as a present to the Emperor of China. Designed by the painter, Boucher, they were supposed to portray a Chinese fair. Above everything else, however, they show how the European artists made up in imagination for their lack of knowledge of the Chinese.

The show ends with the final stages of chinoiserie—those amusing Victorian pieces (made expressly for the Occidental markets) that our grandfathers' clipper ships proudly brought back from the Orient.

Amusement, Inc.

For fun—for one of those silly spring evenings—go to the Broadway Sports Palace, on the southwest corner of Broadway and Fifty-Second Street. This is a place chock-full of games, and shooting galleries of all kinds. It's a concentrated boardwalk-at-Coney Island, all under one roof. All this is on the main floor, and, if that's not enough, there's a machine that tells your fortune—for a penny; or have your picture taken—four prints for a dime.

Down-stairs there are duck-pin bowling-alleys, table shuffle-boards, ping-pong tables, and more pin-ball machines than you could sample in a fortnight. You can even play chess or checkers (with a resident professional), and if you manage to beat the expert, the game is on the house. (Chess costs fifteen cents a game, and checkers is two for fifteen.)

P.S.: On your way out, you might stop by the magic-store counter. There are all kinds of trick gadgets for sale—jam pots with concealed jack-in-the-box snakes, collapsible pennies, and such.

The green house

There's a foreign look to the façade of the green house, at 50 West Fifty-Second Street, with its shuttered windows and grillwork trim. This is the Absinthe House, a restaurant (we think it's at its best, however, after theatre) which specializes in Louisiana cooking. Its dimly lit ground-floor bar has that rather mysterious quality so typical of many of the *bistros* in the French Quarter of New Orleans.

On the bar is one of the famed absinthe fountains—the prize possession of the barman, Lucien Cazebonne. He's a Creole (four generations of his family have been with the Old Absinthe Bar in New Orleans), and, incidentally, he really knows how to mix a Sazerac cocktail.

The entertainment here is simple, but is just as authentic as the Sazeracs. It consists of four Negro boys—the Basin Street Four—who sing and sway and dance and play.

Nostalgia

Leon Dabo, the painter, is having a show called "The Last Time I Saw France," at the Ferargil Gallery, 63 East Fifty-Seventh Street. In it are pictures—pre-war works—of the pink, blue, and olive-green days of sunshine in Provence, and, more prophetic, the brooding, threatening days when the mistral blew in Saint-Tropez. There are mountain scenes from Haute Savoie and Normandy beaches, and heartbreakingly lovely views of Paris. Only the city's deserted streets seem unfamiliar and strange. They are signs that all is not well.

Skaters

To brush up on your roller-skating or to ice-skate right through spring, try the combination rink of the New York City Building at the ex-World's Fair. The entire ground floor—about the size of a polo field—has been divided into two rinks, for rollers and icers.

Beware of week-ends here, however, unless you are very expert, for the crowds are terrific. Admission is twenty cents for the afternoon session (2-5:30), and thirty-five cents in the evening (7:30-11).

P. S.: If you work up an appetite, there's not only the cafeteria on the skating level, but a restaurant up on the balcony to take care of that.

"FLANEUR"

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"HAWAII... A WORLD OF HAPPINESS IN AN OCEAN OF PEACE"

Hawaii... *there's* something... ask anyone who has *been* to Hawaii to define her appeal. Listen to him dash off superlatives about "flowers" or "singing" or "tropical moonlight." Watch him fumble on futilely, then trail off..."there's something... something..."

That's it, the "something" that is *youth,* and you can't *define* youth. You must *live* it. *You do... in Hawaii.*

And you live it in *peace!* A "something" that has become a newly prized "everything" to a harassed world. It's not new to Hawaii, but because she has held to it . . . the world holds to Hawaii.

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